

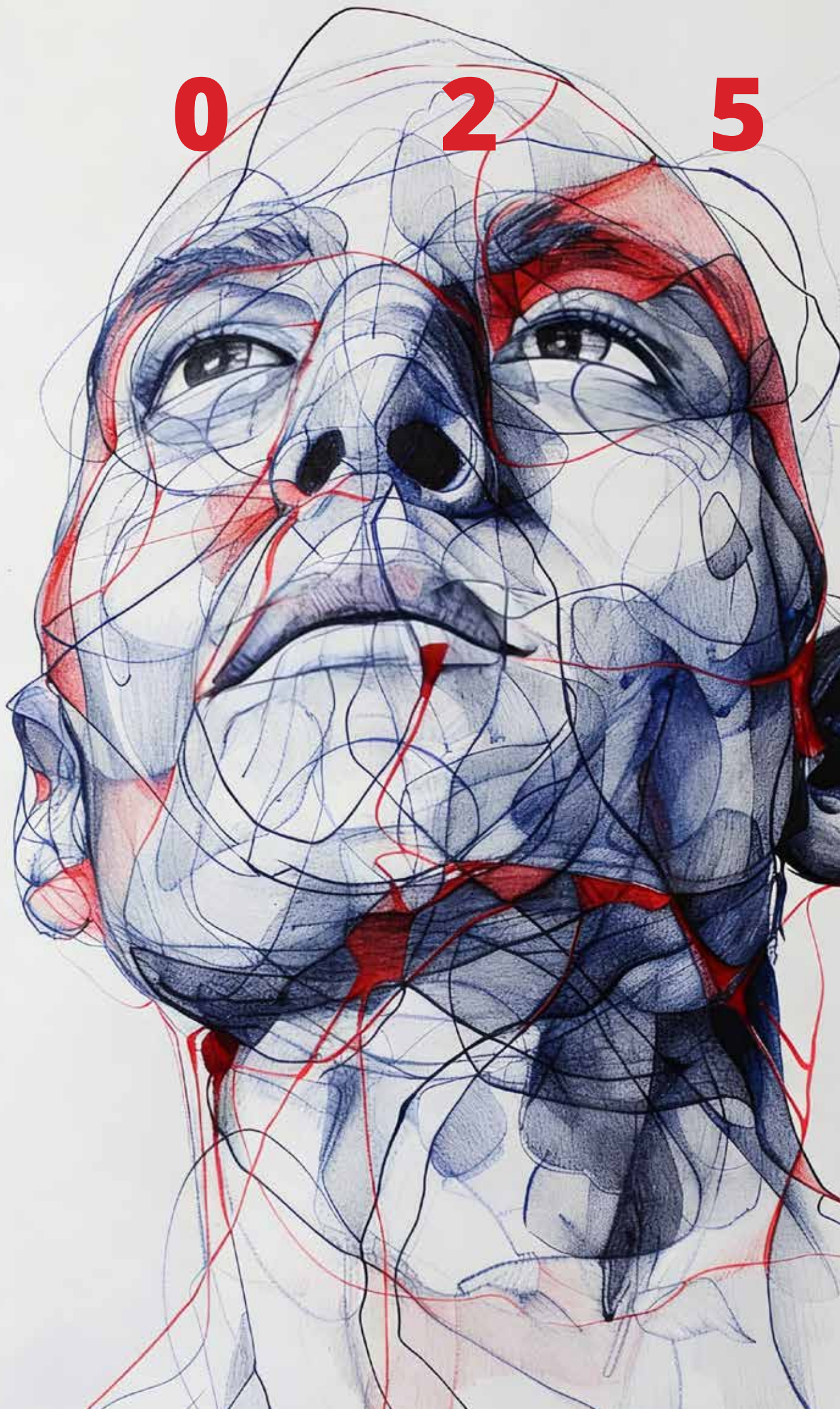
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Annual
Report





**> WE BRING TOGETHER
TALENT, EXPERTISE,
INNOVATION AND
TECHNOLOGY.**

What we do

- ◆ Audiovisual
- ◆ Branded Content
- ◆ Branding
- ◆ Data Science
- ◆ Corporate Communication
- ◆ Social Impact Consulting
- ◆ Internal Communication
- ◆ Events
- ◆ Crisis Management
- ◆ Digital Marketing
- ◆ Institutional Marketing
- ◆ Research
- ◆ Advertising
- ◆ Social Media
- ◆ Influencer Relations
- ◆ Investor Relations
- ◆ Government Relations
- ◆ Public Relations
- ◆ Communication Training

About us

We were born from the union of companies that continue to operate independently but share the same culture and a common set of goals. We believe the client should come first, in consolidating the communication market, in agencies and in the idea of bringing together, in one group, the best communication practices. We also believe in scale gains, innovation and technology. A journey that is just beginning.

Our market

Our market is the world. We operate at an accelerated pace, investing in technologies, people and experiences dedicated to our clients, so they can achieve their goals. We offer modern, integrated communication, with diverse markets, to meet the demands of digital platforms and traditional channels.

Our strategy

We deliver sustainable growth, bringing to our clients a diversity of talents, with skills and independence, for decision-making across the most diverse segments.

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More growth and diversification in 2025

The Nexcom Group advanced significantly in its strategy in 2025. It acted by bringing together businesses between Ink and Conteúdo, forming ConteúdoInk, a company in which Nexcom has a stake. The business was announced in June with the aim of strengthening the group's presence in São Paulo. In the following month, it incorporated the agency It Comunicação Integrada, from Brasília, with the aim of developing the public relations area, in addition to providing clients with a presence in the country's capital. Operations in Brasília were strengthened with an operational agreement with journalist and consultant Mauro Zanatta. By the end of the year, Tamer Comunicação became part of the group.

It Comunicação Integrada is a reference in themes such as infrastructure, justice, environment and technology. Its trajectory includes the Comunicação Secom Award for best agency in communication in Brazil in 2021 and recognition among the Top 5 agencies in the Centro-Oeste in 2023 and 2025, according to Top Mega Brasil.

Zanatta was head of press advisory at the Central Bank, superintendent of journalism at CNI, coordinator of communication for Henrique Meirelles' campaign, chief of communication at the Ministry of Finance, head of reporting and coordinator of economy at Estadão in Brasília, and digital coordinator and editor at Valor Econômico.

The new businesses consolidate the group's strategy of developing both scale, to reach a level that places it among the largest in Brazil in corporate communication, and scope, offering clients all services in the segment.

In addition to public relations, the advertising business, for example, led by Tridente, evolved significantly within Nexcom, driving revenue expansion and the group's profitability. The diversification of Nexcom's portfolio is very solid, still with great potential.

The global scenario driven by U.S. policies has not yet impacted the group's activities.

Nexcom has taken new steps to strengthen its back office, in addition to creating a technology area under the leadership of Gregório Gomes in May. He was co-founder of Refinaria de Dados. The data company was acquired by Banco Modal in 2021 — where it led large-scale projects and played a central role in integrating Modal and XP Inc. The arrival of Gregório consolidates technology as a strategic pillar in the group, reinforcing a path we have already been building with data, intelligence, performance and long-term vision.

We thank our clients, partners and employees for their dedication.

»» Nexcom Group performance in 2025

Three years ago, Nexcom Group was created with the mission of bringing the best communication practices and service to the Brazilian market. With teams in sync, 2024 was marked by the acquisition of new agencies and the expansion of the service portfolio, continuing to deliver increasing results to its 264 clients.

The arrival of Tridente, specialized in advertising, and Avenida Comunicação, focused on press advisory in Rio de Janeiro, strengthened Nexcom Group’s ability to offer integrated solutions. These new integrations further strengthened the group’s positioning as a strategic partner in the communication market, adding expertise to the company’s ecosystem.



Learn more about Nexcom Group’s year in numbers:

<p>264 clients</p>	<p>364 professionals</p>	<p>35 partners</p>
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86MM

in revenue, 73% higher than in 2024.



inte gration

of new companies
of the group.

ConteúdoInk: a boutique specialized in reputation and value generation

In June of this year, ConteúdoInk became part of Nexcom Group. The agency is the result of the merger between Conteúdo and Ink, two of the country's leading corporate communication boutiques.

With 66 clients, 70 employees and revenue of R\$ 14 million in 2025, ConteúdoInk is positioned among the 30 largest agencies in the market, according to the revenue ranking of the Corporate Communication Yearbook.

Conteúdo was founded in 2001 by Claudio Sá and Roberta Montanari. Over more than 24 years, it has served hundreds of companies and developed extensive expertise in sectors such as healthcare, insurance, industry, professional services, legal, sector associations, foundations and culture. Ink was created in 2004 by Raul Fagundes Neto and has extensive experience in the areas of information technology, telecommunications, franchises, education, consumer, services and government, among other segments.

The new agency has a portfolio composed of 360° communication solutions and combines the strength of two well-recognized brands, supported by a strong client loyalty rate. More than 50% of ConteúdoInk's client portfolio consists of projects lasting over 15 years.

ConteúdoInk also brings together some of the country's leading corporate communication awards. The agency has won the Aberje Award in the categories Media Relations, Digital Media, Crisis Management and Corporate Communication. It has also received the Jatobá Trophy in the categories Media Relations, Digital Media and Influencer Relations.

With a focus on building reputation and generating value, ConteúdoInk operates with a data-driven approach and adopts multiplatform strategies to reach strategic audiences, whether in traditional media, social media, owned content, search mechanisms or generative AI tools.

The agency's service portfolio includes PR, Media Relations, Social Media, Influencer Marketing, Internal Communication, Content Marketing, Crisis Management, Publications, Marketing and Digital Consulting.

The integration into Nexcom Group expands the reach of the agency's operations, enabling it to offer the market services within a complete communication ecosystem, supported by the group's other strategic partners, strengthening delivery and results generation for clients.

Nexcom's strength also brings important benefits to planning and to the adoption curve of new technologies and approaches in PR, driven by the intense exchange of experiences among the companies connected within the holding.

ConteúdoInk, in turn, brings to Nexcom extensive experience in strategic areas of operation, strengthening the group's expertise, especially in specialties, expanding the offering of high-impact solutions for the group's clients. Together, we become stronger to leave our mark on the world.



Partners of ConteúdoInk: Claudio Sá, Roberta Montanari, Raul Fagundes Neto (standing up) and Alcides Ferreira **Credit:** Divulgação

The arrival of It Comunicação strengthens Nexcom Group's presence in Brasília and expands its strategic influence

The integration of It Comunicação into Nexcom Group in 2025 marked a turning point in the holding's presence in Brasília. More than a geographic expansion, it was a strategic intelligence move: combining the strength of one of the country's largest communication groups with the experience of an agency recognized for understanding the dynamics of power and translating it into narrative and reputation.

With a consolidated track record in institutional communication, crisis management and advocacy, It Comunicação brought to the group a unique competence: the ability to translate complex themes of the State and the public sector into language of influence, credibility and results. Under the leadership of Ruy Conde, the agency is recognized for its analytical precision and ability to connect companies, governments and society.

The entry of It consolidated in Brasília a high-value strategic front, with its own structure, planning methodology and a track record of working with public leaders and national entities. Since then, the group has significantly expanded its presence in institutional agendas and public interest projects, reinforcing its authority as a qualified interlocutor among the different centers of decision-making.

"Joining Nexcom meant recognizing a shared purpose: to deliver communication with presence, purpose and decision-making power," says Ruy Conde, CEO of It Comunicação. "This integration has allowed us to unite performance and reputation, strengthening the group as an active agent in public debate and in generating value for clients."

The complementarity between Nexcom's corporate strength and It's institutional DNA has resulted in a new layer of intelligence within the group. Deliveries now reflect a powerful combination: operational robustness,

editorial agility and the ability to interpret political dynamics. Joint projects now connect private companies, associations and public bodies under a unified logic of integrated communication, delivering results recognized in reputation, crisis management and positioning.

The movement was also cultural. The integration of teams created an environment of shared creation, with new languages, formats and perspectives on the impact of communication in the public sphere. The group began to operate with even greater depth on nationally relevant issues, consolidating itself as a reference in reputation and influence where analytics truly matters.

"The arrival of It strengthens our positioning as a group prepared to operate with intelligence, sensitivity and a forward-looking vision. We are expanding our presence in Brasília with the ability to build bridges between institutions, brands and decisions that shape the country," says Alcides Ferreira, co-founder of Nexcom Group and Fato Relevante. "



From left to right: Alcides Ferreira, CEO of Nexcom Group; Paloma Conde, partner-director of It Comunicação Integrada; and Ruy Conde, CEO of It Credit: It

The arrival of It symbolizes, therefore, a new cycle for Nexcom Group: communication that operates with consistency and presence across all spheres of power, from the corporate market to the institutional sphere, reaffirming a shared belief: communication is strategy, influence is legitimate and a tool for transformation.

Tamer Comunicação becomes part of Nexcom ecosystem, strengthening the group's expansion strategy and presence in the private segment



Luís Sérgio Tamer, CEO of Tamer Comunicação, and Alcides Ferreira, partner-director of Nexcom Group and Fato Relevante
(Credit: Leo Rodrigues)

Tamer Comunicação, a full-service communication agency focused on business, has become part of Nexcom Group, one of the largest corporate communication holdings in Brazil. Founded more than 30 years ago by Luís Sérgio Tamer, Tamer Comunicação is recognized for its track record of excellence in image and reputation management.

The move reinforces the group's expansion strategy, bringing together complementary agencies and consolidating an integrated ecosystem of communication, data and technology.

Tamer Comunicação maintains its autonomy in management, governance and strengthens itself through the synergies of Nexcom Group's ecosystem.

"We share a vision of communication that combines purpose, strategy and innovation. This partnership expands our mission of making each brand recognized as an authority in its segment and remain strong in its values such as commitment, proactivity and focus on sustainable results", says Luís Sérgio Tamer, CEO of Tamer Comunicação.

"The arrival of Tamer strengthens Nexcom's leadership positioning in corporate communication", highlights Alcides Ferreira, partner-director of Nexcom Group and Fato Relevante.

SP4 Comunicação Corporativa | A Nexcom agency

Founded by journalist Odete Pacheco, SP4 has built, over more than two decades, a trajectory dedicated to managing and strengthening the reputation of brands, institutions and business leaders.

During this period, it developed communication strategies to deal with sensitive topics, highly complex issues and moments of great public exposure involving companies, executives and key sectors of the economy.

The agency has consolidated experience in serving B2B companies, especially in segments operating in demanding institutional environments and often marked by strong regulation.

Throughout its trajectory, it has participated in projects that require clarity in communicating complex topics, consistency in institutional positioning and ongoing dialogue with the press, opinion leaders and strategic stakeholders.

As a boutique agency, it maintains a lean structure with direct leadership involvement in project execution, combining strategic seniority with execution capability.

SP4 integrates Nexcom's ecosystem, a group that brings together companies specialized in communication, content and corporate reputation, expanding its capacity for action and collaboration in larger and more complex projects.

Its work contributes to strengthening organizations' reputations and sustaining consistent institutional narratives in contexts of high exposure and public relevance.



Organizational

evolution

Digital e PR: more than complementary, allies in building relevance

For a long time, PR and digital (more precisely, social) followed parallel paths. On one hand, the universe of institutional relations, reputation building and connections with journalists and opinion leaders. On the other, the speed of social media, ephemeral narratives and real-time conversations. But the scenario has changed, and the meeting point between these two worlds is now where brands gain relevance — and that is at Fato Relevante.

Communication that demands placing strong stories also requires dialogue, presence and fast amplification. Digital, once seen as completely separate from traditional PR, has become one of its greatest allies.

At Fato Relevante, this is our vision, and to strengthen this integrated approach, we welcomed a new member to the team. The arrival of Mariana Demarchi, leading Digital, brings a new perspective on the convergence between PR and Social. One of her premises is to position social as part of the reputation strategy from the very beginning — not just as an amplification channel. In this model, digital becomes present in message construction, in identifying narratives and even in anticipating crises.

“Social does not compete with PR. It helps, complements and amplifies. It is what gives wings to stories born in the press, making agendas travel further and faster. Social has the power to connect institutional topics with real consumer truths and generate an even stronger connection with audiences that were not previously mapped,” says Mariana Demarchi, Head of Digital at Fato Relevante.



Mariana Demarche, Partner and Head of Digital at Fato Relevante Agency

Social helps bring scale and speed to a discipline that has always been based on relationships and credibility. Lives, direct interactions, closed groups and communities open a more direct path between brands and consumers. Relationships, once mediated only by journalists, now extend to influencers, creators and even employees, who become legitimate spokespeople.

And the numbers reinforce this shift. On Instagram alone, more than 100 million people watch live content daily. In Brazil, 71% of users follow influencers and 73% have already purchased based on recommendations. Among generations Z, millennial and X, 75% use social media as a source of news. Influence is large-scale — but with the same purpose as PR: to build trust.

When PR and social work together, brands stop just communicating and start being heard. It is in this dialogue that reputation is built in a living and continuous way.



*Ilana Szyller, Partner at Fato Relevante
Credit: Sofia Colucci*

We have been talking about integration between PR and Social for many years, but there is still some resistance in practice. It is clear that harmony between communication fronts results in more effective and strategic work, turning campaigns into cases, often worthy of awards. Our best results come from 360° strategies,” concludes Ilana Szyller, partner and executive director at FR, also responsible for the Digital vertical.

Ultimately, PR and social are not such distant worlds. One is born from intention, the other lives from unmediated conversation. And when these two universes intersect, the result is what every brand seeks: relevance.

Technology consolidates its strategic role at Agência FR and redefines the company's operational model

Agência FR is experiencing a new phase of organizational maturity, marked by the consolidation of a structured, strategic and integrated Technology area within the Innovation hub. This movement is repositioning technology as a central pillar in company decision-making — no longer just as technical support, but as a driver of transformation, efficiency and new business generation.

In recent months, FR's Technology area has significantly expanded its operations, leading initiatives ranging from automation of internal processes to the development of proprietary digital products, with direct impact on productivity and delivery quality. The new structure has brought greater traceability, control and data integration, resulting in more agile and scalable processes.

Among the most significant advances is the creation of a unified technical architecture, designed to support the company's growth and ensure the reliability of information across all operational stages. This architecture serves as the foundation for new digital and automated solutions, reducing risks and strengthening technological governance.

The integration with the Innovation area has been one of the central pillars of this evolution. Together, both fronts have driven a culture of experimentation and continuous learning, translated into Artificial Intelligence initiatives, classes and workshops, bringing teams closer to emerging technologies and encouraging the practical use of AI in the agency's daily routine.

“The combination of technology and innovation creates a virtuous cycle. While innovation explores new possibilities, technology ensures these ideas can be implemented with security, scalability and sustainability,” explains Gregório Gomes, CTO of Agência FR.



Gregório Gomes, CTO of Fato Relevante Agency

The consolidation of the area has also brought a strong focus on information security and regulatory compliance. FR initiated a systematic process to adapt to the General Data Protection Law (LGPD) and to international information security standards, such as ISO 27001 and ISO 9001. The goal is to ensure that each technological advance is accompanied by robust control, traceability and transparency policies.

“Technology only generates trust when aligned with best practices and recognized standards. Therefore, our priority is to build a solid and auditable foundation for all of FR's digital operations”, says the CTO.

The results of this work are already visible: automated internal flows, greater integration between data and decisions, reduced rework and a technical infrastructure prepared to support the company's growth. The Technology area has become a strategic center, no longer just supporting operations, but guiding expansion and the creation of new products.

With this structure, FR positions itself competitively for the coming years, aligning operational efficiency, continuous innovation and information security in a single axis.

People management: a cycle of development and connection

In 2025, Nexcom Group experienced a new moment in its people management journey, marked by the arrival of Vinícius Fernandes to lead Human Resources at Agência Fato Relevante, one of the group's companies, and by the consolidation of a modern, integrated and strategic HR model. Under the leadership of Renata Binotto, the area took on the challenge of updating processes, strengthening connections and driving human development as a central axis of the organizational strategy.

The arrival of Vinícius brought new perspectives and methodologies focused on employee experience and building a connected, collaborative and inspiring work environment. .



Vinícius Fernandes, Head of People at Fato Relevante Agency

“Our focus is to ensure that each person experiences, from day one, a sense of belonging to a group that values learning, exchange and growth. HR is a space for listening, connection and transformation,” says Vinícius Fernandes, Head of HR at Fato Relevante.

Among the main initiatives of the year, the onboarding relaunch was a key milestone. The program was redesigned with a clear goal: to welcome and align the group's culture, ensuring that each new employee understands from the beginning what it means to be part of #EquipeFR. The new format was accompanied by the launch of an institutional welcome video, presenting the agency's history, its teams, employee testimonials and a tour of Casa FR, headquarters in São Paulo.

Another highlight was the Mentorship Program, designed and led by Renata Binotto. Consolidated as one of the most symbolic initiatives of the period, the program promoted meetings between leaders and mentees, encouraging reflections on career, leadership and intergenerational exchanges with colleagues and communication professionals.



Renata Binotto, Partner at Grupo Nexcom
Credit: Sofia Colucci

“Standing up this program, with so many hands involved, was an exercise in generosity and commitment to collective growth. By accepting the invitation to this six-month journey, each participant chose to invest in their own development and, at the same time, strengthen the agency's leadership culture. This first group was made up of 10 managers, all women: first-time leaders, mothers, 40+, a diversity that truly represents Fato Relevante,” says Renata.

HR also promoted initiatives focused on continuous development, such as visits to the newsrooms of the country's leading media outlets, immersion opportunities that brought professionals closer to journalists' daily routines.

Throughout the year, internal recognitions were held to celebrate talents and achievements, reinforcing the sense of belonging and appreciation that defines the agency's culture.

In addition to new projects, 2025 was also a year of recognition and celebration of culture. Fato Relevante renewed, for the fourth consecutive time, the Great Place to Work (GPTW) certification, which symbolizes recognition of an engaged team aligned with the agency's culture. With 83% participation in the climate and culture survey, the result reinforces engagement and team strength. *"The certification shows how strong we are as an agency — our potential, what we have already achieved and the challenges that still lie ahead. It is an invitation for us to continue evolving with purpose,"* highlights Vinícius

The new moment in people management reaffirms the commitment of Fato Relevante and Nexcom Group to unite performance and purpose. Through closer engagement with teams and leadership, HR has become a catalyst for innovation, learning and engagement — an essential pillar for the group's collective success.



> Cases that marked 2025

Each year brings new stories. In 2025, Nexcom Group expanded its track record of impact with projects that stood out for innovation and results. With a strategic and personalized approach, the teams tackled challenges across sectors such as financial services, tourism and the third sector, reinforcing the group's position as a reference in communication for brands seeking relevance in the market.

**Explore some of the cases that shaped
Nexcom Group's year.**



Case “No Fundo Você Pode”, ANBIMA campaign

The “No Fundo Você Pode” campaign started from a simple yet uncomfortable observation: Brazilians want to invest, but do not feel invited to join the conversation. The universe of investment funds is still perceived as distant and not very welcoming. The challenge, therefore, was not to explain the topic better, but to change the way it reaches people.

Instead of the traditional discourse of the financial market, the campaign chose to talk about investing from real life, with lightness, humor and cultural references. The idea was clear: to show that investing is not a privilege for a few, nor an exclusive term for specialists. The message “deep down, you can” synthesized this reasoning in a direct and accessible way.

From the beginning, the campaign was designed as a 360° initiative. Creation, offline and online media, organic actions on social media and public relations worked in an integrated way to ensure consistency in the narrative and message reach. The use of pop culture references, memes, jingles and partnerships with Porto dos Fundos, Poddelas and The News helped translate complex concepts in a light and accessible way.

The media strategy ensured presence in both traditional and digital channels. The campaign featured placements on open TV, including TV Globo and SBT, Pay TV, radio with 89 FM and BandNews FM, actions and transit bulletins, as well as out-of-home media in subway stations and bus stops in São Paulo, expanding reach and frequency. Banners were also placed on the country’s main portals and search tools. The idea was to accompany the audience throughout the day, across different moments and contexts, reinforcing the message consistently.

Along this journey, the PR strategy played a fundamental role as a pillar of support. Presence on websites, newspapers, radio, TV and podcasts helped provide density, credibility and continuity to the campaign, reinforcing the message organically and extending its lifespan

beyond paid media. On social media (YouTube, Instagram and TikTok), it was no different: we repeated the message in different formats until it stopped feeling unfamiliar and started to feel possible. With this, we broke the bubble. In some posts, more than 80% of the people who interacted with the content did not follow ANBIMA.

The results confirm the strength of this integrated approach. The campaign accumulated more than 925 million total media impressions, and the initiative’s website recorded 586 thousand accesses, in addition to reaching more than 2 million interactions, a clear sign of content relevance. Organic engagement on social media grew above 80%, while the PR strategy generated 61 pieces of earned media coverage.

Delivery was only possible thanks to the integrated work across different fronts of Nexcom Group. The campaign brought together Fato Relevante, integrating PR, digital and planning, in collaboration with Talent and Charisma. The recognition came with the Jatobá Award, which highlighted the campaign as an example of 360° communication designed to drive cultural transformation.



Meme created for ANBIMA Campaign



Other content and advertising materials created for the "No Fundo Você Pode" campaign.

Anbima faz campanha pela primeira vez para estimular cultura de investimentos no país

A iniciativa, lançada nesta segunda-feira, busca incentivar o público a começar a investir, destacando objetivos como segurança financeira e aquisição de bens duráveis



C.A.S.E. | Climate Action Solutions & Engagement

The C.A.S.E. initiative emerged from the strategic observation that, despite Brazil holding a central position in the global climate debate, the narrative around its contributions often focuses on challenges, while concrete solutions remain overlooked. At the same time, the ecosystem of real solutions led by the private sector operated with fragmented visibility, without a unified representation capable of expanding its exposure, attracting new investments and unlocking its full potential. “The challenge, therefore, was to connect these initiatives, with the objective of contributing, through communication, to scale solutions and position Brazil as a protagonist in the global climate agenda,” says Renata Binotto, partner and executive director at Fato Relevante.

C.A.S.E. is a coalition initially formed by Bradesco, Itaúsa, Itaú Unibanco, Marcopolo, Natura and Vale. The central concept, expressed in the phrase “an initiative to position Brazil as a protagonist in the global climate agenda,” guided all communication directed to the media.

“The communication strategy, guided by the C.A.S.E. project, focused on concrete actions carried out by these major companies and other market players, showing the tangible positive impact of each action for climate, nature and people,” highlights Marcelo Nadalon, partner at Fato Relevante, who led the project.

From the outset, the initiative was structured as a 360° communication platform, integrating a robust campaign beyond traditional PR efforts and LinkedIn activation, including branded content in tier 1 media outlets to drive messages, and live broadcasts connected to the client’s digital channels. The core of this digital ecosystem was the “Solutions Scanner,” a tool within the website developed by Nexcom Group (<https://casesolutions.com.br/>) for the client.

Within this space, stories of solutions led by private Brazilian initiatives were published, using visual resources that allow anyone to discover, be inspired and connect with real projects.

The digital media strategy focused on qualified distribution of information and audience capture, serving both as a public engagement channel and as a dynamic portfolio for potential partners. On social media, content was broken down into multiple formats, from informational cards to explanatory videos, translating the technical scope of solutions into clear and engaging narratives, reinforcing messages of collective protagonism.

At the same time, the Public Relations strategy acted as a pillar of credibility and amplification. The initiative’s launch in August 2025 mobilized 12 journalists and generated a first cycle of high-impact coverage. Ongoing relationship-building ensured qualified presence in leading outlets such as Folha de S.Paulo — with a series of reports — Valor Econômico, Exame, UOL and CNN, among others. The effort intensified during COP30, in Belém, with Casa C.A.S.E. With 37 journalists accredited directly by the initiative and the delivery of the “Brazil of Solutions” document to the COP presidency, coverage reached five outlets, C.A.S.E. stimulated new debates, associating its image with the most relevant moment in the global climate agenda that year.

The results validate the strength of this integrated approach. The initiative generated 433 published pieces, with presence in 116 tier 1 outlets, reaching an estimated audience of 412 million. The month of COP30 concentrated 238 media insertions, demonstrating alignment between the strategy and the global opportunity window. Coverage analysis confirms that key messages were well positioned, reinforcing C.A.S.E. as a qualified and representative articulator of the national private sector.

“The delivery of this communication project for C.A.S.E. highlights the synergy between FR’s teams, with strategic planning and consistent deliverables over six months,” concludes Nadalon.



Materials developed and media results



BLOOMBERG GREEN

Empresas buscam visibilidade a soluções climáticas do Brasil às vésperas da COP30

Brasileiros, Itáia, Utilibarco, Natura, Nestlé e Vale lançam solução conjunta para ampliar protagonismo do Brasil na agenda climática global em meio que país recebe a conferência da ONU, com objetivo de destacar soluções de apelo universal



Empresas buscam visibilidade a soluções climáticas do Brasil às vésperas da COP30 | Executivos de Brasileiros, Itáia, Utilibarco, Natura, Nestlé e Vale em uma reunião conjunta para ampliar protagonismo do Brasil na agenda climática global



ESTADÃO 190 • Estádio | Sustentabilidade

Brasil é cheio de soluções climáticas

Case “Yellow September Campaign”, by Viatriis



Due to its scope and consistency, Fato Relevante was responsible for leading Viatriis’ “Bem Me Quer, Bem Me Quero” campaign, carried out in partnership with the Brazilian Association of Family Members, Friends and People with Affective Disorders (ABRATA).

Since 2021, when the focus was on raising awareness about depression and anxiety, the campaign has evolved to address the complexity of mental health in Brazil. In 2025, with the theme “What affects the mind transforms the body,” the initiative highlighted a holistic care perspective and reinforced the importance of ongoing education for healthcare professionals in diagnosis and proper patient referral.

From the agency’s perspective, this is a truly 360° project, integrating Service, Planning, Creation, Content, Advertising and Digital, with essential back-office support, ensuring coordination, consistency and governance across all fronts.

“Being chosen by Viatriis to lead a campaign like this requires much more than execution. We took on the topic with responsibility and mobilized the entire team to work with depth

and care across every front. It is this collective delivery that sustains the quality of the project and allows the campaign to evolve year after year,” says Angelita Gonçalves, partner at Fato Relevante.

In 2025, the campaign secured relevant media coverage and contributed to qualifying public debate on mental health, strengthening Viatriis’ positioning as a company committed to more comprehensive and accessible care.

In the digital environment, the campaign expanded the topic’s reach through an editorial content calendar and a dedicated hub, impacting more than 2.6 million people.

By combining science, empathy and communication, “Bem Me Quer, Bem Me Quero” reinforces that mental health is a collective commitment — and that communication can actively contribute to a more integrated culture of care.

A symposium held at USP, aimed at medical and psychology students, with participation from the Viatriis team and ABRATA physicians, reinforced the importance of education in mental health.



In the photo: Dr. Fernando Fernandes (ABRATA), Dra. Alexandrine Medeiros (ABRATA), Isabella Donatello (FR), Angelita Gonçalves (FR), Ana Petry (Viatriis) and Dr. Vonei Costa (ABRATA).



Relaxation session at height for Viatris employees, as an engagement and care initiative during the campaign.



Nexcom Group and the commitment to **transformações sociais**

Throughout 2025, Nexcom Group engaged in several social impact initiatives, committing to causes aimed at transforming lives and promoting inclusion. Support for projects focused on education, health and rehabilitation has been a priority, with the goal of generating significant and lasting results for the communities served. These actions reflect the group's ongoing commitment to improving living conditions and strengthening citizenship, creating opportunities for those who need them most.



Fato Relevante strengthens its social impact with the creation of Instituto EduSporte and presence on the Strategic Council

Agência Fato Relevante takes a strategic step in consolidating its social impact by announcing the creation of Instituto EduSporte, which will fully assume the activities previously carried out by Instituto Sementes at Clube Nacional. The initiative marks the evolution of a project that is now structured under a new identity, its own governance and an expanded purpose, reinforcing FR's commitment to structured social impact, education and citizenship.

"More than an institute, EduSporte is born as a platform for the future. We want to create concrete opportunities for children and adolescents, bringing together education and sports as tools for development and citizenship," says Vanessa Souza, financial director at Agência Fato Relevante and president of Instituto EduSporte.

With the mission of transforming lives through education, sports and citizenship-based development, the institute promotes the connection between school learning, sports discipline and essential values. The initiative is guided by principles such as education, respect, ethics, solidarity, cooperation and health, consolidating a model of action that combines performance and personal development.

The presidency of the institute will be assumed by Vanessa Souza, while Alcides Ferreira, founder and CEO of Nexcom Group and Fato Relevante, will serve as advisor. Governance will include a pedagogical, sports and administrative management structure, in addition to a formal commitment to transparency and accountability through quarterly social impact reports.

"As an agency, we have always believed in the power of communication as a driver of transformation. Now, we take a step further by structuring an institute with governance and well-defined goals, capable of generating real and lasting social impact," highlights Alcides Ferreira.

The first project of Instituto EduSporte will be "Raízes do Nacional," which plans to initially serve 50 children, with a goal of expanding to 100 participants within two years. Objectives include reducing school dropouts by up to 30%, improving academic performance supported by pedagogical reports, and training young people better prepared for the job market.

The initiative also leverages Clube Nacional as a hub for transformation, connecting sports and education in a structured and inspiring environment, with the potential to strengthen community ties and expand opportunities.

"EduSporte is born with responsibility and a long-term vision. Our goal is to build a project that combines method, discipline and support, ensuring concrete results for those who need it most," reinforces Vanessa.

The institute's sustainability will be enabled through institutional partnerships, incentive laws and donations. Beyond the direct impact on the lives of the children and adolescents served, the initiative also contributes to strengthening the institutional positioning of Agência Fato Relevante as an organization committed to social responsibility and concrete transformation.

"We believe that education and sports are two pillars that can redefine trajectories. EduSporte arrives to build a bridge between potential and opportunity, helping transform futures through values and citizenship," reinforces Alcides.

"Consistent, measurable and high-impact actions translate the purpose that guides Instituto EduSporte: education that teaches, sport that transforms," concludes the executive.



Records from the 2025 year-end celebration with members and children of Instituto EduSporte.

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