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**23**



**› WE'RE A  
COMBINATION  
OF TALENT AND  
EXPERTISE**





**Audiovisual Production**



**Branded Content**



**Branding**



**Data Science**



**Corporate Communications**



**Endomarketing**



**Events**



**Crisis Management**



**Digital Marketing**



**Institutional Marketing**



**Research and Surveys**



**Advertising**



**Social Media Networks**



**Influencer Relationship**



**Investor Relations**



**Government Relations**



**Public Relations**



**Communications Training**

» **What we do**



## ABOUT US

We were born from the merger of two Brazilian corporate communications firms who continue to act independently, but who share the same culture and have several goals in common. We believe that our clients come first. We believe in the consolidation of Brazil's agency market and in the idea of bringing together the best communication practices under the same group. We also believe in economies of scale, innovation and technology. We are a journey that has just begun.

## OUR MARKET

Our market is the world! We move at a fast pace, investing in technologies, people and experiences for our clients with a focus on meeting their goals. We offer modern communication solutions integrated into different markets to meet the demands of digital and traditional platforms.

## OUR STRATEGY

We deliver sustainable growth, bringing a wide range of talents to our clients with the right skills and decision-making independence within the most diverse segments.



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# A STORY IN NUMBERS

The Nexcom Group was created in 2022 with the mission of bringing the best communications and PR practices to Brazil's agency market. Nexcom's first year was based on strategic planning and the integration of **Fato Relevante** and **PUB** teams, who, as the slogan says, *combined their expertise to deliver results above expectations to the more than 100 clients in both firms' portfolio.*

And 2023 was no different for the Nexcom team. **Data-driven PR and content marketing** move the world of agencies and for the Nexcom Group, being deeply embedded into this ecosystem is a way to stand out in the sector in which it operates. This led to two new companies joining the Group in 2023 – **Charisma BI**, a data intelligence firm, and **Prosperidade Conteúdos**, an agency specialized in the strategy and management of proprietary content hubs. Absolutely complementary businesses that enhanced the Group's purpose.

The results of this joint effort are widely visible. The Nexcom Group is among the top 10 corporate communications groups in Brazil, according to Mega Brasil's 13th Corporate Communications Yearbook.

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## Facts & Figures about Nexcom Group in 2023:

- › **170+ PROFESSIONALS**
- › **BRL40 MILLION IN REVENUES**
- › **110+ CLIENTS**
- › **10TH LARGEST CORPORATE COMMUNICATIONS GROUP IN BRAZIL**
- › **36 PARTNERS**
- › **2ND CONSECUTIVE YEAR AS A GREAT PLACE TO WORK**



# A WORLD OF DATA

In 2023, the Nexcom Group acquired the technology company Charisma Business Intelligence aimed at enhancing the efficiency of our business segment. Using an advanced data science method, Charisma has developed systems to create insights, monitor results of communications-related activities and optimize the return on investment in marketing. The acquisition marked the Group's entry into the technology area and is a groundbreaking move among Brazil's largest corporate communications companies. With the acquisition, Nexcom seeks to solve a typical customer problem – measuring the results of their communication activities.

The acquisition was announced in June 2023 and the positive effects of the great synergy existing in the business can already be felt. The number of Charisma clients soared and there was an increase in hiring among Nexcom's agencies, the first expected result of the transaction. But clients outside the Group's portfolio have also started to experience the benefits of Charisma, which should be a driver of the Group's international expansion.

The acquisition of **Prosperidade Conteúdos**, a digital content

specialist, took place in November. With a portfolio focused on large companies working with Inbound Marketing, the arrival of Prosperidade Conteúdos has expanded and diversified Nexcom Group's portfolio. The acquisition of both agencies reinforces the Group's appetite for providing outstanding customer service, in addition to its strategic guideline of being a consolidator of its sector. The Group's long-term planning was not affected by the politically challenging period in Brazil in 2023.

The year was characterized by a change of government followed by acts of vandalism and violence in Brasília on January 8. Soon after that, on January 11, the country was rocked by a financial scandal involving a major Brazilian retailer, Lojas Americanas, sparking shock waves across Brazil's economic activity. Furthermore, the new government was slow in its communication with the markets.

All these reversals left companies' communications actions in the background, although 2023 was a positive year for Brazil with a drop in inflation and economic performance above projections at the turn of 2022.

The Nexcom Group experienced another year of expansion, with an increase in the number of clients and revenues. We also advanced our corporate governance practices, and the Group was first audited by an international firm (Mazars). In addition, our GPTW certification was renewed. Our big thank you to our outstanding team of employees for their dedication and commitment.



**Alcides Ferreira** FR executive partner and Nexcom Group founding partner. Photo: Mariana Siles



# THE YEAR WE CONSOLIDATED THE NEXCOM GROUP



*Ricardo Bonatelli* PUB executive partner and Nexcom Group founder. Photo: Mariana Siles.

At the end of every year, when we take stock of what we accomplished in the past twelve months, we are probably caught in the trap of thinking that it was the most challenging period in recent times. It's natural to think that. And with 2023, we couldn't think any differently.

Looking back in perspective, while 2023 wasn't the most challenging year, it was no doubt one of the most hectic.

During thy year, we finally consolidated the Nexcom Group's dream. We won clients – and of

course we lost them too –, we brought in good people and said goodbye to good people. But as we are Walk the Talk fans here, we deliver on what we promise.

We said we would be a consolidator and so we spoke to a lot of firms that we would have liked to have brought on board. Some of them I am sure will soon tread this path with us. But in less than a year, we brought in two agencies – RF Comunicação, which gave us access to Red Cila, a group of independent agencies across Latin America, and Prosperidade Conteúdos.

We talked about changing the sector through technology and Charisma is here to show that we are indeed following this path. Dashes accompanied by headlights provide a clear picture of where clients should go to achieve their business goals. They also serve to monitor our work and ensure that the standard is always high around here.

At the same time, I strongly believe that we care about taking care of people. After all, as we are more than 170 professionals, we need to build a much closer work relationship, even in the fully remote and hybrid model. This human look at those who run our companies' daily operations allowed us to renew the GPTW certification in 2023 and this is a fundamental achievement for us. Do we need to improve? Yes!

## What to expect from 2024?


More care for our teams and a closer look at the challenges of having so many people with us, and more hard work to consolidate our market. Along the way, we want to prove that intelligence builds reputation faster than any other action. The saying that it is worth spending time sharpening the ax will be more present than ever.

We will look at productivity and we will look at how we can promote strong and sustainable growth for our business. We will remain constantly attuned to the changes that are on our doorstep and we will use AI a lot, after all technology cannot just be an extension of our core business, it has to be a part of it.

I hope to reach the end of 2024, look back and be assured that it was the most challenging year until now. Let's push together!



**we bank  
on data,  
with a lot of  
charisma**

A yellow smiley face is positioned below the word "charisma".



**“The human element adds value to data and this is our key”**

Data interpretation has become a critical part of companies, as data collection and analysis is key for strategic decision making. However, understanding and extracting meaning from data is not always an easy task. In this context, the entry of Charisma Business Intelligence reinforces Nexcom Group's outstanding technology delivery in the Brazilian communications market.



This integration began in 2022 when Charisma was invited to collaborate on some projects at PUB Agency. The synergy between both teams and the common objectives were a sign that a joint effort between the companies was inevitable. On June 1, 2023, the company's entry into Nexcom was formalized.

Charisma's proposal is to be more than a mere provider of reports and data. Its role is to offer data analysis intelligence, not only as a final result, but as a strategic planning tool. "We are a beacon for our clients guiding the Group towards the future, and not a rear-view mirror looking at the past," says Charisma's founder, Lucas Brasil.

In practice, Charisma plays a vital role in collecting and analyzing data, including Social Listening, Social Networks, Consumer Insights, Media Clipping, Press Data, Paid Media, Traffic and Reputation. Its approach is not limited to just data collection, it also prioritizes human interpretation by adapting to the specific needs of each client.

"Data is a commodity and is available to brands. But we sell data to our clients, hence the importance of human analysis in our processes," explains Lucas. "We bring a holistic view of data on all fronts to help in decision making, not only in communications, but in business," he adds.

With a 24-strong team, Charisma serves more than 20 clients in-house divided into different sectors and sizes, such as Coca-Cola FEMSA, Quinto Andar, Océane, ESPM, etc. For 2024, Charisma plans to become a reporting tool for delivering insights and previous data analysis strategies.

*Lucas Brasil Charisma executive partner.*



# PROSPERIDADE CONTEÚDOS: CONVERSATIONS THAT CONVERT

Boasting one of the best Digital areas in Brazil's communications market, the Nexcom Group further strengthened its digital team in 2023. The entry of Prosperidade Conteúdos into Nexcom represents a strategic milestone to consolidate the Group's digital operations.

Prosperidade Conteúdos is a HubSpot Partner, an authority on a major digital business platform in the world of marketing, sales and after-sales automation. Understanding the importance of proprietary channels for brands is one of the pillars that guides the work of Prosperidade Conteúdos, a specialist in content management for companies based on the Inbound Marketing methodology.

In practice, Prosperidade's approach goes beyond simple



blog posts as it introduces the concept of content hub, a digital channel that brings together several formats like articles, videos, podcasts, infographics, and even web stories. This digital push encompasses the entire consumer journey, from awareness to loyalty.

"Prosperidade's key differentiator lies in its full-service concept going beyond content production and publication, while including advanced word ranking practices, paid media management and CRM strategies. We work on the four pillars of SEO by optimizing everything from website and user experience to production of pieces for different channels," explains Prosperidade's founder, Luiz Bernardo.

This integration represents not only a joint operations effort, but also the convergence of cultures and expertise, thus reinforcing the search for more robust results in line with Nexcom Group's strategic goals.

***// We connect complementary services and skills in a 360-degree communications model, creating bridges between many incredible people at Nexcom Group //***

**Luiz Bernardo** Prosperidade Conteúdos founder.





**BEING**  
**A GREAT**  
**PLACE TO**  
**WORK**  
*is everything for*  
**NEXCOM**





As well as facing the challenges of the communications market and its business with excellence, the Nexcom Group is deeply committed to offering quality of life and professional satisfaction to its entire team, also known as “fine, elegant and sincere” people. The result of this effort led the Group to obtain for the second consecutive year the Great Place to Work® certification granted by the GPTW global consultancy, which supports organizations to achieve the best results through a culture of trust, high performance and innovation.

The GPTW certification is measured by the Employee Trust Index, which is based on a five-dimension methodology: Credibility, respect, impartiality, pride and camaraderie. “The renewal of our GPTW attests to the consistency of the Nexcom Group’s efforts in providing a workplace that values collaboration, innovation and the well-being of its employees,” explains Milena Baltazar, Head of Talents.

With more than 170 professionals working remotely, the Nexcom Group seeks to improve people management practices by strengthening ties between its teams, promoting a healthy organizational climate, while creating an environment conducive to individual and collective growth. Besides fostering a feedback culture, a performance management tool was implemented in 2023 and works as an

**“Our professional’s well-being is an ongoing commitment at Nexcom”**

internal social media network for the teams to share results and achievements.

In promoting a workplace environment that nurtures professional and personal growth, the Group seeks to keep people on the team and retain new talent. “This recognition reinforces the company’s commitment to being a benchmark not only for its industry, but also as a place where employees feel valued and motivated to contribute to collective success,” adds Milena.



**Milena Baltazar** Head of Talents



## FRIDAY CHATS IS #TGIF WITH KNOWLEDGE



**Ivelise Cardoso** é sócia-diretora da FR,  
especialista em Finanças, Negócios e Saúde

**// Besides knowledge  
exchange, Friday Chats  
meetings are a way  
to encourage, praise  
and inspire Nexcom  
professionals //**

On Fridays, a traditional meeting takes place at Nexcom Group – the Friday Chats. More than a regular weekly meeting on the company calendar, this is a moment of connection, learning and inspiration for the whole team. The meeting brings the team together to explore a variety of topics, providing an enriching experience and bonding with coworkers.

The uniqueness of Friday Chats lies in the abundance of topics covered every week. From key social issues, such as Yellow September and Diversity & Inclusion, to discussions on ESG and Tax Reform, it provides a comprehensive and up-to-date view of relevant issues. Even in a predominantly remote context, Friday Chats challenges physical barriers and promotes a culture of continuous learning and collaboration within Nexcom.

Over the course of 41 editions of Friday Chats, the Nexcom team had the opportunity to interact with renowned guests, such as Milton Jung, Gustavo Cerbasi, Fabio Turci, Antonio Carlos Seidl, Pedro Portescheller, and many others. This diversity of participants and topics reflects the breadth of knowledge shared, thus enriching the workplace environment while strengthening bonds between team members.

In addition to external guests, Friday Chats also helps enhance internal talent. At the meetings, Nexcom professionals have the opportunity to present inspiring projects, planning strategies, Business Intelligence (BI) solutions, and successful collaborations with partners. “These presentations not only strengthen our sense of community, but they also provide a platform for recognizing and celebrating team achievements. This is something that we greatly value at Nexcom,” explains the partner and Friday Chats organizer, Ivelise Cardoso.



# CUSTOMER EXPERIENCE

***We value transparent and humanized communications with our clients, and this puts the Nexcom Group at the forefront of the communications market***

The Nexcom Group saw an improvement in customer experience in 2023. This was driven by an increase in positive reviews at its agencies during half-yearly assessments with clients. After-sales consolidation, which began in 2022, proved to be a major milestone for the Group leading to greater familiarity with indicators, more contact with accounts and greater process automation.



**Olívia de Sá** Head de Customer Experience

The introduction of a specific technology platform for the Customer Experience area brought modernization and efficiency. Spreadsheets and documents were replaced and allowed more detailed and real-time monitoring of the clients' portfolio. This change also contributed to anticipating possible problems, while strengthening the team's ability to respond to everyday challenges.

Olivia de Sá, Head of Customer Experience, explains that the emphasis on integration between the After-Sales and People and Management areas provided productivity gains. "These are sectors that interact from within the Group, allowing for a more strategic allocation of resources to meet the demands of each client," says Olívia.

Olivia also highlights the diversification of the portfolio of sectors served by Nexcom, reinforcing the adaptability of the Group and its professionals in serving the most diverse segments. "Automating processes is a natural and necessary step to bring more productivity and assertiveness to our business. But the human contact embedded into the Nexcom DNA is what makes a difference in the market," adds Olívia.

For 2024, the Group plans to redesign its customer journey aimed at a leaner and more targeted approach. The search for excellence will continue in anticipation of possible challenges and ongoing improvements in service delivery. And, obviously, the focus on open communications and understanding the needs of our clients remains a priority at Nexcom Group.



# NEXCOM

## #OnTheRoad

One of the cornerstones of the Nexcom Group is its ongoing commitment to delighting customers. In 2023, even in a predominantly remote scenario, Nexcom professionals were tirelessly dedicated to being close to their clients, providing an unmatched quality service.

The year was characterized by a series of strategic visits to several Brazilian cities, where our team of professionals actively participated in events, launches and relationship meetings.

Our ability to prioritize clients and adapt to their needs was evident in every move we made. The Nexcom Group knows that proximity goes beyond the geographical realm, and we seek to achieve an emotional connection with our clients and a deep understanding of their needs by anticipating market trends and offering innovative and tailor-made solutions.

**Below are some Brazilian cities that the Nexcom team visited in 2023:**



**Leandro Gonçalves** in São Paulo at The Town Rock Festival sponsored by Movida Rent a Car, a Nexcom client



**Marcelo Nadalon** introducing the Open Doors event organized by Kepler Weber in Panambi (Rio Grande do Sul State)



**Lia Carneiro** at the opening of the first IVECO truck dealership in Macapá (Amapá State) with the Bamaq Group CEO



**Bruno Blecher** at the Hybridization Plant owned by the Nexcom client CTC in Camamu, Bahia State





*Ana Claudia Camara at a dinner function with the client Domno Wines*



*Thiago Cardim at the Human Resources event CONARH 2023 in São Paulo, accompanying the Nexcom client Docway*



*Danilo Vivan, with Juliana Felipe e Arnaldo Reyes from Paxos at the Blockchain Rio event in Rio de Janeiro*



*Ruy Barata, Sílvio Bressan, Cristina Maiello and Marcelo Nadalon in Fortaleza (Ceará State) to teach a media training program*



*Marina Paschoal at Cidade de São Paulo Shopping Mall Workout in São Paulo*



*Thiago Cardim, Samanta Dias, Altair Silva and Chico Marcelino at the Intersolar stand in São Paulo*



# SUCCESS STORIES THAT MARKED 2023

Good stories deserve to be shared and the Nexcom Group has plenty of success stories to tell. 2023 was a year of many challenges, but also of many achievements. This reasserts the outstanding position that the Group has achieved in the market for meeting public and private communications needs.

Learn about the Nexcom Group success stories that marked 2023.

## New Year's Eve in Fortaleza

Some cities are internationally recognized for their traditional New Year's Eve festivities, like Rio de Janeiro and New York. This year, the Brazilian Northeastern coastal city of Fortaleza joined the list of most anticipated New Year's Eve celebration thanks to the strategic work undertaken by Fato Relevante, Nexcom Group's PR agency. The challenge was to position the city's New Year's Eve as one of the biggest celebrations in Brazil. The PR action was commissioned by the Fortaleza City Government.

Fato Relevante outlined a careful marketing strategy, identifying the best media to significantly reach the target audience. To this end, the team put together two different PR strategies. The first was an exclusive agenda with Fortaleza's mayor, José Sarto, visiting the newsrooms of Brazil's main newspapers and media outlets, such as **Folha de S.Paulo, CNN, O Estado de S.Paulo, CBN Radio, and Valor Econômico.**

The second strategy aimed at inviting journalists to the launch of New Year's Eve in Fortaleza at an event held in October in the city of São Paulo. The event was attended by 43 journalists, leading to more than 20 interviews and fully positive reviews.

"The announcement in major Brazilian media outlets was critical to the success of the initiative, especially because we were talking about a party that gathers millions of people and helps the population. We invested in this strategy and managed to reach key opinion makers and media outlets," says public communications specialist Silvio Bressan.

The positive repercussion of the event was also praised by the mayor and communications secretary of Fortaleza, Daniel Aderaldo. "We had a tight schedule to prepare everything and it took us two days to do the tactics and execute the job. But the team's synergy and the trust that the Fortaleza City Government put on us made the entire process smooth, highly efficient and we ended up with satisfied customers, which is our main goal and is embedded in our DNA," adds Silvio.



*Silvio Bressan is a public communications specialist*



*New Year's Eve in Fortaleza launch event held in São Paulo  
Credit: Disclosure*



*“All the agendas we had  
at Folha, Estadão, Valor, CBN  
and CNN were very important  
to us politically. It showed  
the strength and prestige of the  
city of Fortaleza and its mayor.  
That’s a great message.  
The coverage of the event was  
also a success. You were amazing!  
Thank you and until  
the next job!”*

*Daniel Aderaldo, Communications  
Secretary of Fortaleza City Government*



# SUCCESS STORIES THAT MARKED 2023

## SoftBank

The renowned investment fund SoftBank experienced a challenging scenario due to the loss of an emblematic figure for the company, followed by changes in its macroeconomic status caused by a prolonged fall in the stock market, a drop in prices and valuations of global technology companies. To reverse this situation, PUB Agency developed a strategy aimed at deepening the understanding of the fund's role in Latin America and improve its reputation among the media.

The focus of the strategy was to establish a closer relationship with the Brazilian media, effectively communicating SoftBank's new positioning and aligning it with the changes that occurred. PUB organized strategic meetings with major media outlets, such as Exame, Bloomberg, Reuters and O Globo. "This approach involved not only communicating internal changes, but also promoting a cohesive and sustainable vision for SoftBank in the Latin American investment scenario," explains Juliana Costa, senior account manager at PUB.

Furthermore, the PUB team developed a pitch highlighting the beginning of a new round of investments by SoftBank in the LatAm region. This positioning took into account the company's current scenario, following two years of wide availability of funds in the market.

SoftBank is currently evaluating its portfolio, adopting a balanced perspective and executing strategic moves planned for upcoming investments.

"Our work demonstrates the importance of establishing strategic partnerships with the media, while recognizing the significant influence it has on public perception," adds Juliana. By assigning value to meetings with the media, PUB Agency helped shape and protect SoftBank's reputation in the media landscape, thus elevating its image and establishing a lasting and positive presence in the market.

**Through our PR work, SoftBank has strengthened its presence in the investment market in Latin America**

FOLHAINVEST - TECNOLOGIA

### Arm, do SoftBank, dispara quase 25% em estreia na Nasdaq

Empresa havia garantido avaliação de mercado de US\$ 54,5 bilhões nesta quarta (13)

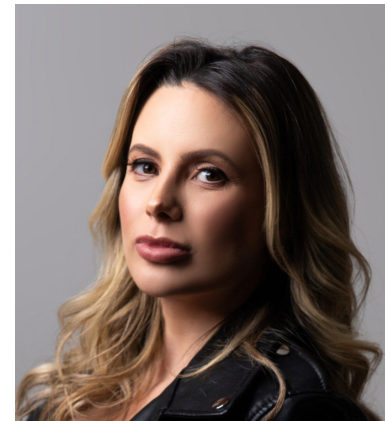
FOLHAINVEST - TECNOLOGIA

REUTERS A Arm Holdings, do SoftBank, disparou 24,6% em sua estreia na Nasdaq nesta quinta-feira (14).

O papel abriu a US\$ 56,1 por ADR, e fechou a US\$ 63,59 nesta tarde, ante precificação a US\$ 51 nesta quarta (13), em um sinal de confiança para outras empresas que planejam abrir capital.

A Arm garantiu uma avaliação de US\$ 54,5 bilhões na véspera, após precificar o IPO no topo da faixa indicativa. A empresa arrecadou US\$ 4,97 bilhões para o SoftBank, que ainda detém uma participação de 90,6%.

Folha de São Paulo article about SoftBank's Arm activities



Juliana Costa  
SoftBank's account manager

## Finanças

### Investimentos Clavel, CEO da operação internacional, está otimista com próxima fase de startups 'SoftBank não tem medo de volatilidade'

Pipe

Maria Luiza Figueiras  
De São Paulo

No escritório do SoftBank em São Paulo, o presidente da operação internacional, Alex Clavel, finaliza um reunião com Talita Lacerda, a CEO da Pefive, completando uma agenda de encontros com empresas do portfólio que começa ainda no final de semana. Clavel está em sua terceira passagem pelo Brasil, marcado que foi o seu primeiro no SoftBank desde 2021, quando assumiu também as operações na América Latina.

São oito anos no SoftBank, após quase duas décadas no Morgan Stanley, entre Nova York, Hong Kong, Xangai e Tóquio. Clavel assumiu a regalia quando o SoftBank, símbolo do período de liquidez elevada, também se viu forçado ao cortejo do mercado — e o chefe, na hierarquia abaixo somente do fundador Masayoshi Son, está otimista.

O SoftBank já renovou sua carteira e assumiu perdas, hoje com um portfólio bem mais estável — ou realista — e se diz pronto para a próxima. "Temos mais do que qual quer investidor no mundo, o Soft-



Alex Clavel, do SoftBank: "Somos um bicho diferente em venture capital"

Bank não tem medo de volatilidade", diz Clavel, em entrevista exclusiva ao Pipeline. "Na América Latina, inflação, juros, câmbio sobem e descem, e tudo bem. Continuamos investindo no longo prazo. O otimismo tem menos a ver com uma atividade frenética pelos próximos meses. Clavel não espera isso por uma opção inclusive dos empreendedores, que não querem diluições e revisões de marcações de preço desnecessárias. Mas pelo fato de as startups da carteira já terem enviado custos e terem se ajustado para esta de crescimento. "Nosso portfólio está bem capitalizado: 85% a 90% das companhias têm todo o caixa que precisam. O mercado de capitais ficou fechado por um tempo, mas os banqueiros dizem que vai reabrir no ano que vem, no caso do Brasil, ainda que não precisemos", diz Clavel. "Nossa controladora tem US\$ 30 bilhões a US\$ 40 bilhões em caixa, então o que queremos são grandes retornos ao longo do tempo não estamos mais apinhados".

O grupo está inclusive testando o apetite por IPOs nos Estados Unidos. Já protocolou a oferta da Arm, que deve ser um colosso de mais de US\$ 11 bilhões, e uma operação menor de biotech.

Ainda que pronto para a próxima fase de Clavel sabe que há questões no mercado sobre o hi-

stórico recente. Com um caminhão de dinheiro para investir na América Latina, "valores" exorbitantes foram muitas vezes atribuídos ao SoftBank. Ele aceita participações. "Sempre sempre um líder no mercado e, quando gostamos de uma empresa, queremos fazer aquele investimento. Mas 2021 foi um tempo de preços inflados de ativos em todo mercado de tecnologia, todo mundo estava pagando mais", diz. "Contribuímos para isso, mas não acho que um fundo, por maior que seja, pode ser o responsável por criar o preço. A performance da Nasdaq em 2021, sobre a qual não temos influência, mostra que era realidade".

Perguntado sobre a necessidade de reconstruir a reputação do SoftBank como investidor afiado, Clavel não vê uma questão. "Ninguém com quem falei no Brasil ou no México questiona a nossa credibilidade. Ainda estamos aqui, com um grande time, uma carteira de US\$ 7,3 bilhões em ativos. Estou muito confortável com nossa posição de liderança aqui".

O fundo voltou a fazer apostas, em cheques menores, acompanhando todas as investidas ou selecionando empresas ao portfólio. O ritmo, com certeza, é menos intenso. Nos últimos meses, o SoftBank avaliou com empresas, mas investiu de fato em seis. "Continuamos um pouco de venda imediata quando falamos com uma nova investida, não estamos dando dinheiro hoje e vamos sair ou perfil de volta amanhã. Atingindo sua meta, podemos dar mais".

Ele cita a CEO da Pefive como perfil de empreendedor que o SoftBank busca na carteira. "Conversando com ela, senti que estava falando com a chefe de produto. Adoramos companhias assim, em que os empreendedores estão comprometidos e prontos e, se tiver algo errado, o CEO tira a culpa de forma rápida para consertar".

O executivo destaca que, apesar de investir em companhias mais maduras, o grupo juga riscos mais altos, como fundos que investem em estágio inicial. "Somos um bicho diferente de outros investidores bem-sucedidos por aí, e tudo bem".

Este texto foi originalmente publicado pelo Pipeline, o site de negócios do Valor Econômico

Alex Clavel

Interview with Alex Clavel, CEO of SoftBank Group International, for Valor Pipeline



# SUCCESS STORIES THAT MARKED 2023

## Coca-Cola FEMSA

Currently, real-time monitoring of brands is a key piece, allowing companies to understand the impact of their activities, measure public opinion and avoid potential crises. Charisma BI, a member of the Nexcom Group, played a critical role in this context by carrying out a complete analysis of the traditional Christmas Caravan powered by Coca-Cola FEMSA.

Before the Caravan event began, Charisma mapped out influencers and local media outlets in each micro-region, setting a stable foundation for building positive relationships. Amid a complex logistics lasting nearly two months, Charisma faced the challenge of neutralizing possible detractors, ensuring that Coca-Cola FEMSA's

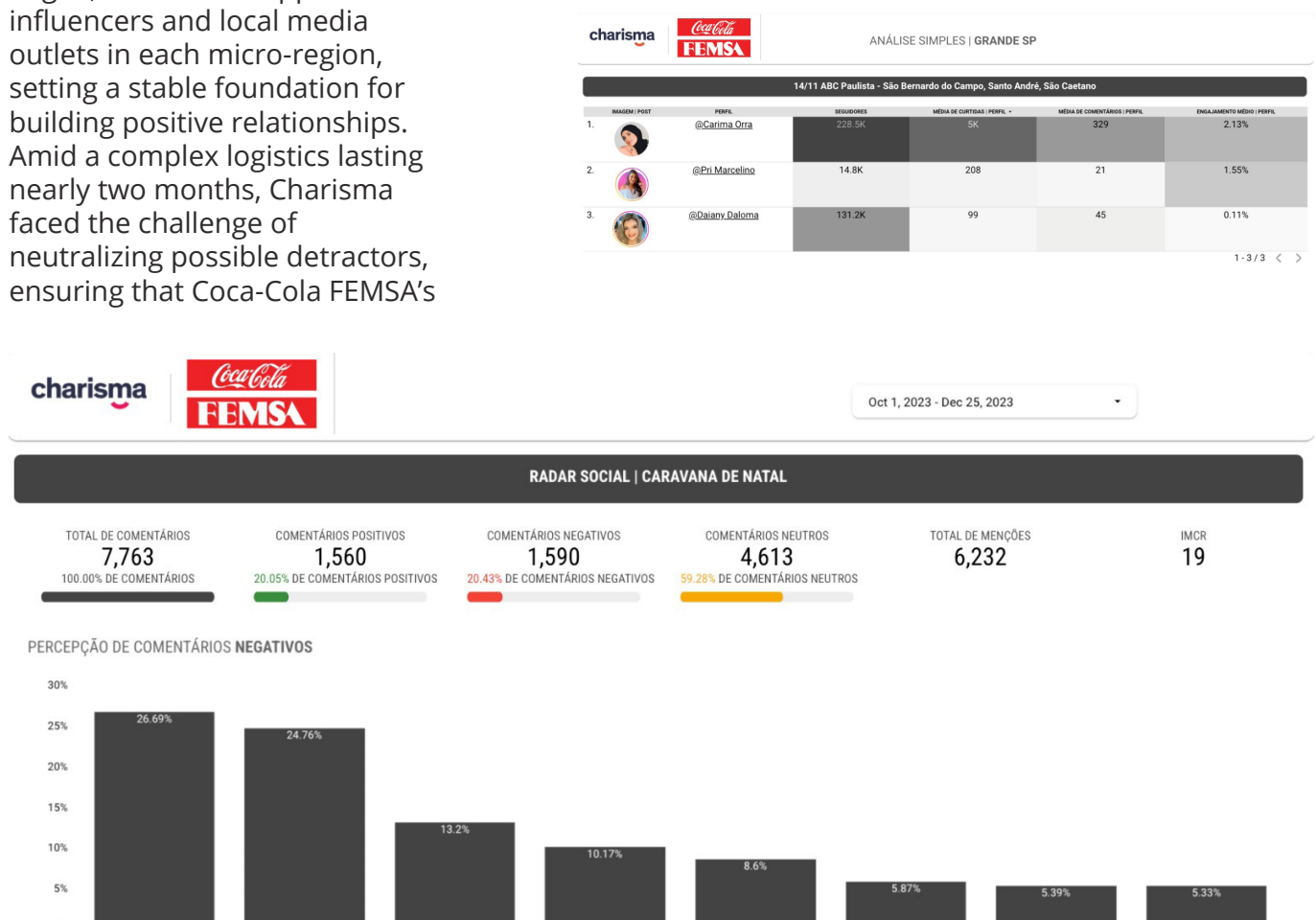
message was conveyed without any major difficulty.

During the Caravan, the team monitored real-time comments on social media networks, including Instagram, Facebook, TikTok and YouTube, and provided detailed daily reports. "The goal was to inform Coca-Cola FEMSA's communications team of any incident that might affect the brand's reputation, enabling quick and effective actions," explains Lucas Brasil, founder of Charisma.

The success of this project allowed Coca-Cola FEMSA to correct course and provide a more solid image of the company with valuable insights into its action plan for 2024. Charisma's work highlights the relevance of a proactive approach to building and maintaining the brand.

**360-degree monitoring acts like a beacon ensuring the brand's reputational safety**

**Lucas Brasil**  
Charisma executive partner.



Data monitored in real time by Charisma



# SUCCESS STORIES THAT MARKED 2023



**Ruy Barata**

*Fato Relevante's founding partner and an expert in Energy, Mining and Infrastructure*

**“The success achieved by Samarco reinforces the knowledge and maturity of the Nexcom Group in dealing with complex and sensitive challenges”**

## Samarco

Nexcom Group agencies are themselves true success stories when it comes to delivering strategic and highly personalized service to the most diverse sectors. A noteworthy example of this commitment is the work undertaken by Fato Relevante Agency in Samarco's court-supervised reorganization. Since 2021, Fato Relevante has integrated the company's communications in its reorganization, managing information to the media and to creditors under the lead of Fato Relevante's founding partner Ruy Barata and supervised by founding partner Alcides Ferreira, a crisis management expert.

This effort led to the approval of the court-supervised reorganization plan by Samarco in 2023, a significant milestone in the company's trajectory which reduced a significant part of its debt by billions. Samarco's communications played a key role in this process as it gave transparency to the relationship with the company's creditors and managed communications with the media, including major Brazilian and international news outlets that covered the reorganization process after two years of negotiations, such as Valor Econômico, Reuters, Financial Times, Estadão, Folha de São Paulo, Estado de Minas, Bloomberg, REDD Intelligence, and Debtwire.

The effectiveness of Fato Relevante's PR work is demonstrated by the tangible results achieved by Samarco. “From the beginning, our communications strategy was focused on the importance of maintaining Samarco's social role, on its efforts to resume production safely and sustainably, and on the soundness of its business plan that needed to be clearly conveyed to journalists and company stakeholders throughout the stages of the court-supervised reorganization process,” explains Ruy.

As Samarco moves towards the end of its reorganization process, the emphasis on communications now shifts to fulfilling the company's business plan as the gradual and safe resumption of its operations evolves, with the ambitious goal of achieving 60% of its production capacity by 2025 and 100% by 2028.



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*Thank you all for another year of remarkable achievements!*

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Alone you go fast.

**NOW IS THE  
TIME TO GO FAR.**

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## **BE A PART OF OUR STORY**

**STOP BY OR CALL US?  
IT'S UP TO YOU!**

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