



**> WE'RE A COMBINATION
OF TALENT AND EXPERTISE.**

GRUPO
nex
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FR Fato
Relevante

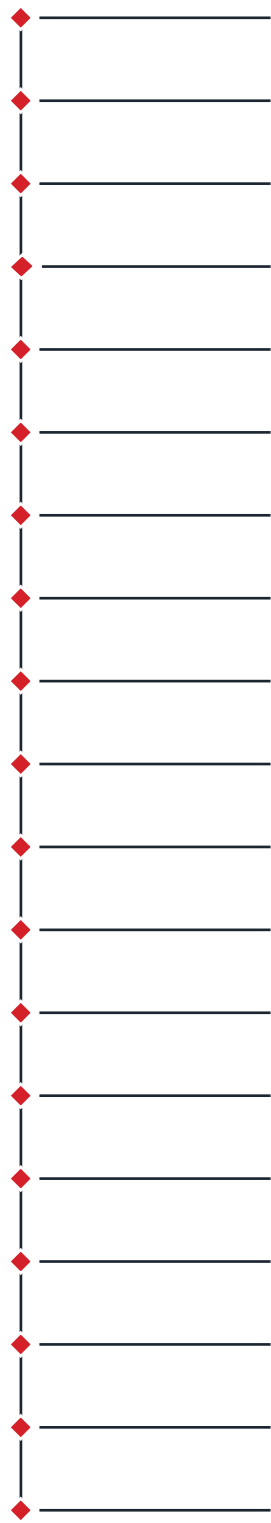
charisma

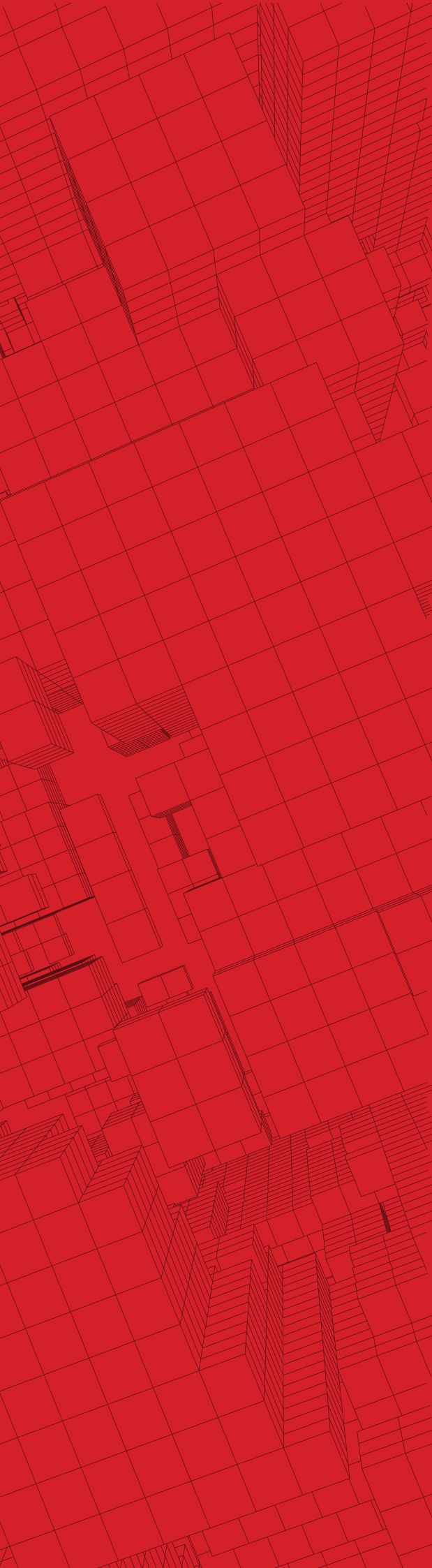


TRIDENTE.AG

avenida
comunicação

What we do

- 
- Advertising
 - Audio-Visual Production
 - Branded Content
 - Branding
 - Communications Training
 - Corporate Communications
 - Crisis Management
 - Data Science
 - Digital Marketing
 - Endomarketing
 - Events
 - Government Relations
 - Influencer Relationship
 - Institutional Marketing
 - Investor Relations
 - Public Relations
 - Research and Surveys
 - Social Action Consulting
 - Social Media Networks



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 are fast-paced and forward thinking. We invest in technologies, people and experiences for our clients with a focus on meeting their goals. We offer modern communication solutions integrated into different markets and tailored to the demands of digital and traditional platforms.

Our strategy

We deliver sustainable growth and bring a unique set of talents to our clients with the right skills and decision-making independence within the most diverse segments

TABLE OF CONTENTS

06

A Story in Numbers

07

Nexcom Group Speeds Up its Expansion in 2024

08

Tridente.ag

09

Avenida Comunicação

10

Digital: Strategies that Made a Difference in 2024

11

Charisma: A Year of Transformation and Growth

13

Nexcom Taps into Artificial Intelligence

15

People Management: A Strategic Pillar for Success

16

Strategy and Relationship are Embedded into Nexcom's DNA

19

Success Stories that Marked 2024

22

Nexcom Group and its Commitment to Social Transformation

A Story in Numbers

The Nexcom Group was created three years ago with the mission of bringing the best communications and PR practices to Brazil's agency market. The teams are now fine-tuned and the year 2024 was characterized by the acquisition of new advertising and PR agencies and the expansion of our service portfolio to continue delivering results above expectations for the Group's more than 120 clients.

The arrival of Tridente advertising agency and the Rio de Janeiro-based media and PR agency Avenida Comunicação has reinforced Nexcom Group's ability and track record to offer complete and integrated solutions. These new members have further strengthened the Group's positioning as a strategic partner in Brazil's communications market, adding innovation and expertise to its ecosystem.

As a company with a solid culture and a committed team, the Nexcom Group is steadfast in its growth and evolution path, maintaining its commitment to delivering consistent, quality results, in line with the needs of its clients and industry trends.

✔ FACTS & FIGURES ABOUT THE NEXCOM GROUP IN 2024:

<p>220+ professionals</p>		<p>BRL 49 million in revenues</p>	
<p>3rd consecutive year as a Great Place to Work</p>		<p>170+ clients</p>	<p>21 partners</p>

»» Nexcom Group Speeds Up its Expansion in 2024

Nexcom Group made two acquisitions in 2024: the advertising agency Tridente.ag and the media and PR firm Avenida Comunicação. Additionally, the Group made operational agreements aimed at future investments in the agencies SP4 and Ink.

Founded in 2016, Tridente.ag also works with content, performance and offline media, besides influence and business development in the digital world. José Diniz, managing partner at Tridente.ag, has worked in Brazil's communications and marketing segment for over 20 years. Diniz helped build brands such as Itaú, Banco Daycoval, JBS, Electrolux, Giraffas, Certisign, Sata Tools, EcoUrbis, Fórmula E, Deel, and Consórcio Embrakon, among others.

Since its creation in 2019, Avenida Comunicação has built a solid reputation, especially in Rio de Janeiro. Founded by managing partners Isabela Abdala and Aziz Filho, award-winning journalists with successful careers in some of Brazil's largest newsrooms, Avenida stands out for its services in media relations, content production, message building, campaigns and crisis management.

Tridente.ag and Avenida have joined Fato Relevante agency and Charisma, a business intelligence firm, in the Nexcom Group. Fato Relevante was founded in 2019 and is now among the most admired corporate communications agencies in the Brazilian market. In the last three years, Fato Relevante doubled in size and Charisma achieved a six-fold increase in revenue following investments made by Nexcom.

The two new businesses are part of the Group's diversification strategy, both in the communications segment – with further activities, such as advertising and digital – and regionally with a significant expansion in Rio de Janeiro through Avenida Comunicação. Nexcom has sought to create a solid, profitable and diversified portfolio in the communications segment.

SP4 Corporate Communications has been operating for over 20 years. With expertise in strategic planning, media relations management and network mobilization, SP4 assesses scenarios, identifies challenges and outlines paths in line with each client's strategic objectives. The content is developed by a high-performance team and combines

multi-task knowledge, creativity and results-oriented approach.

Ink is a 360° media communications agency that has also been operating for over 20 years. Its mission is to create and strengthen connections between companies and public bodies with the market and society. For two decades, Ink has provided communications consulting, media relations, digital marketing and social media management services to hundreds of clients from a wide range of sectors.

To support this expansion and make this strategy effective, the Nexcom Group strengthened its governance in 2024 and created an options program for its partners.

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



Alcides Ferreira, Fato Relevante executive partner and Nexcom Group founding partner. Photo by Sofia Colucci

Tridente.ag

In a strategic move to expand its presence in Brazil's advertising and digital markets, Tridente.ag agency is now part of Nexcom Group. Recognized for its innovative approach and commitment to results, Tridente.ag will add its skills to the Group's diverse ecosystem, strengthening synergies and expanding horizons.

With its entry into the Group, Tridente.ag brings its expertise in integrated communication campaigns, aligning itself with the Nexcom Group's purpose of offering one-stop shop solutions to the market. This partnership reinforces the potential for sustainable growth and adaptation to the demands of an ever-evolving market.

"It is an honor to join the Nexcom Group," says José Diniz, founder of Tridente.ag. "We've come to add value and bring even more thorough solutions with agility for clients and prospect customers. Together we will make it happen in 2025," says Diniz.



Jose Diniz, founder of Tridente.ag; Alcides Ferreira is the founding partner of Nexcom Group and Fato Relevante.

The entry of Tridente.ag into Nexcom Group strengthens the commitment of both companies to digital transformation and communications, highlighting their pursuit of excellence. "Together, the companies form a sound base to face challenges and seize future opportunities, bringing together their vision to connect skills and build customized solutions for our clients," stresses Alcides Ferreira, the founding partner of Nexcom Group and Fato Relevante.

Avenida Comunicação

Nexcom Group has begun 2025 by expanding its business with the incorporation into its portfolio of Avenida Comunicação, an advertising agency headquartered in Rio de Janeiro. The merger consolidates the Group's growing position in Brazil's corporate communications market. Boasting a portfolio of leading companies, Nexcom had expanded its operations with the arrival of Avenida Comunicação, an agency recognized for its excellence in media relations, content production, message building, campaigns and crisis management.

Founded by journalists Isabela Abdala and Aziz Filho, currently its managing partners, Avenida Comunicação has built a solid reputation, especially in Rio de Janeiro, and stands out for the direct involvement of its partners and managers in each strategy. The agency has a highly skilled team and a strong background in the third sector and in cause-related communications.

"Communication challenges are ever-changing, and overcoming them demands courage and determination. This is the direction we will take with Nexcom Group," points out Isabela Abdala. "Avenida has grown and will continue to grow, and this partnership will give our clients the assurance that we will continue delivering the best results," says Aziz Filho.

This is the second partnership announced in recent months by Nexcom Group as it expands its capacity to meet market demands and achieve even more effective results for clients. "Avenida Comunicação is here to add to what has become a benchmark for the market, consolidating the Group as one of Brazil's leading companies in the corporate communications sector," says Alcides Ferreira, managing partner at Grupo Nexcom and Fato Relevante.



Isabela Abdala and Aziz Filho are managing partners at Avenida Comunicação, Alcides Ferreira is founding partner of Nexcom Group and Fato Relevante.

Digital: Strategies that Made a Difference in 2024

By **Luiz Bernardo**, Digital managing partner



The Digital area of the Nexcom Group played a critical role in brand growth and strengthening in 2024. We focused on engagement, expanding our presence and leveraging our clients' positioning. To this end, our 22-strong Digital team developed innovative strategies, using new platforms and segmented activities to connect different audiences.

The year was marked by the humanization of communications on social media networks, the use of paid media and influencers, as well as attention to diversity and the attraction of skilled talent. Digital initiatives generated significant results, reflecting the strategic importance of this area in the Group's success.

For 2025, we want to enhance innovation by using AI and automation, besides improving campaigns and content customization. We will strengthen our presence on new platforms and increase interaction with key audiences, consolidating digital growth and increasing brand engagement and visibility.

We saw our strategies pay off and achieve outstanding results for our clients. But, more than just talk about it, I want to present a case involving our client ONS, which shows how our digital actions make a difference.

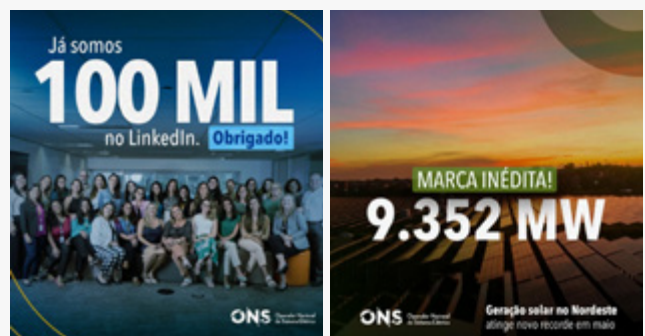
ONS

The communication challenge for the National Electric System Operator (ONS) was to reach all Brazilian citizens who use electricity, while keeping its social media networks attractive and understandable for different audiences, from technicians to the average user. Furthermore, they had the need to address technical and complex topics in an easy and engaging way. Therefore, we sought to convey messages in a clear and effective manner, especially on digital platforms.

The strategy adopted was to create posts using simple and accessible language, and resources such as memes and popular trends, especially on Instagram and LinkedIn. The goal was to humanize communications, making the content more attractive and stimulating for the public. The approach prioritized simplicity and emotional connection, promoting greater interaction with their audience.

The results were impressive. Throughout 2024, more than 1,100 pieces were produced for ONS and posted on social media networks, generating a 910% growth in the number of followers on LinkedIn and 33% on Instagram. This significant increase shows the success of the engagement strategy and our effectiveness in pushing out ONS messages.

"With the inclusion of Fato Relevante in the ONS account, I noticed a significant evolution. We always try to bring humanized content to our communications, with employee participation, whether through photos or testimonials, and the feedback they gave us is that they feel increasingly represented on media networks," says Ana Patrícia Paiva, from the ONS corporate communications team.



Content produced for ONS on Instagram

Charisma



A Year of Transformation and Growth

By Lucas Brasil



Lucas Brasil is an executive partner at Charisma

The year 2024 was characterized by a period of great transformation and achievements for Charisma, our narrative management company. With an ambitious and innovative strategy, we took important steps to position Charisma as a benchmark for the narrative and data intelligence market, with the clear goal of consolidating ourselves as a BaaS (Business Intelligence as a Service).

One of our key milestones was the launch of the **Charisma Index**, a proprietary methodology that translates data and analysis into strategic insights for our clients. This approach, combined with our focus on innovation and value delivery, led to the acquisition of major accounts, such as Braskem, Kabum, ESPM, Anbima, Coca-Cola Femsa, Decolar/Despegar and Corinthians, further strengthening our portfolio.

The impact of this strategy was clear in our results as **we tripled the size of the company** in terms of revenue, expanded our team to **more than 30 talented professionals** and consolidated Charisma as a company prepared to lead the Brazilian narrative and strategic intelligence market.

Towards 2025: Consolidation and Scalability

With a 2024 full of achievements, Charisma's goals for 2025 are even more aligned with Nexcom Group's vision for the future. Therefore, in 2025 we intend to:

- **Consolidate the narratives and BaaS market**, by leveraging our positioning as leaders in this segment.
- **Create new revenue streams based on scale products**, by exploring solutions that combine technology and strategy to deliver value to a growing number of clients.

We are confident that Charisma's growth reflects not only our team's strength, but also the relevance of our value proposition in a market that increasingly demands intelligence, agility and measurable results. We remain committed to our mission of transforming data and narratives into real impact for our clients and partners.



Nexcom Taps into Artificial Intelligence

Artificial intelligence (AI) has revolutionized the way we communicate, creating possibilities to personalize messages, maximize creative processes, and expand connections with audiences. Tools such as predictive analysis algorithms, automated creation systems, and virtual assistants are shaping the future of communications, bringing efficiency and impact to brand strategies.

The Nexcom Group closely monitors these trends and transforms them into tools to enhance results. Through AI, teams can interpret large data volumes to understand behaviors, anticipate demands, and create campaigns that truly connect with people and their interests. Furthermore, teams can optimize workflows, allowing them to focus on what they do best – create powerful stories.

As an AI expert and founder of Dishubtive, Eduardo Salvalaggio has developed innovative solutions for the digital market for over 25 years. To him, AI plays a fundamental role in the way brands connect with their audience, and Nexcom stands out by being at the forefront of this transformation.



Eduardo Salvalaggio, Dishubtive CEO and Creative Technology director at Vitrio/B&Partners

“More than a tool, AI is a strategic partner. When applied to communications, it allows us to transform data into narratives that resonate with people, expanding the reach and relevance of messages,” says Eduardo.

Alongside experts like Eduardo, the Nexcom Group reaffirms its commitment to innovation and the transformative impact of technology. The Group’s partnership with Dishubtive strengthens this journey, combining expertise and strategic vision to explore the full potential of AI in communications. As it continues to build the future of the sector, Nexcom connects intelligence and creativity at every step of this transformation.

BEING A
GREAT PLACE
TO WORK
is an essential part
OF NEXCOM

People Management: A Strategic Pillar for Success

In 2024, Nexcom Group's People Management area reinforced its position as a leader in building an inspiring and inclusive organizational culture focused on the well-being and growth of its employees. Under the leadership of HR director, Olívia de Sá, and head of HR, Milena Baltazar, the area's commitment **is to create outstanding experiences for people who are part of the company.**

The Nexcom Group has already been certified by **Great Place to Work (GPTW)** twice, while in 2024 Fato Relevante achieved this milestone for the first time. According to Milena Baltazar, the certification is more than just an achievement. "It shows that we are on the right path to building a workplace environment where people feel valued, inspired and connected to our goals, and, most of all, it's an invitation for us to continue evolving together," explains Milena.

As well as traditional initiatives, the Nexcom Group has advanced projects that enhance inclusion and offer real growth opportunities for its professionals. The Group also makes continuous efforts to promote collaboration and engagement among teams, valuing human connections as the foundation for innovation.

With a focus on development, diversity and collaboration, People Management at Nexcom Group drives connections that promote innovation, sustainable growth and a positive impact on the organization and society.



Milena Baltazar is head of Talent. Photo by Sofia Colucci

"The GPTW seal reflects our dedication to employee well-being and to fostering a positive and collaborative organizational culture."

STRATEGY
AND RELATIONSHIP
ARE EMBEDDED
INTO NEXCOM'S
DNA

Inside After-Sales with Olivia



Olivia de Sá is HR and After-Sales director. Photo: Sofia Colucci

At Nexcom Group, After-Sales and Strategic Planning are like the ingredients and the step-by-step process of a successful recipe. After-Sales, led by head of Customer Experience Olívia de Sá, provides the seasoning that builds strong customer relationships, while Strategic Planning acts as a driver that propels each action in line with the company's objectives.

This harmonious combination is consistent and impacts deliveries, linking innovation, care and strategy. Learn more about how these areas drive Nexcom in the following interview.

1 - Olivia, how does the After-Sales sector contribute to the success of Nexcom Group?

A: After-Sales is key for building lasting relationships with clients and ensuring excellence at every stage of our deliveries. We work to align customer expectations, adapting our processes in a strategic and nimble manner. This is a sector that goes beyond support. It is essential for building trust and generating consistent results.

It also greatly contributes to responding quickly in a crisis situation. We try to adopt the startup methodology of "fail fast, learn faster". So, if we make a mistake, we make it quickly and we adjust even faster. We always learn from our mistakes.

2 - What tools or practices were implemented in 2024 to improve the area's performance?

A: One of our biggest advances was the biannual application of the Net Promoter Score (NPS). This survey gave us a clearer and more consistent view of customer satisfaction, besides allowing us to act quickly on feedback. The NPS not only helps identify improvement areas, but also ensures that our deliverables are always in line with market expectations.

"Our goal is not just to meet customer needs, but to anticipate and exceed them."

3 - How does After-Sales strike a balance between technology and humanization in customer service?

A: Technology is critical to ensure efficiency and agility, but the essence of our work is humanized contact. Our clients know that, even with automation and advanced tools, they have a team dedicated to listening to them and understanding their needs. This balance is what sets us apart in the market and reinforces our credibility. Face-to-face contact will hardly be replaced by automatic messages, and we prefer it that way.

4 - What can we expect from After-Sales in 2025?

A: For 2025, we have three main focuses:

1. Review our clients' journey to make it even simpler, smoother and more customized.
2. Expand the use of technological tools, integrating more predictive intelligence into our processes.
3. Strengthen team training, ensuring that humanized service continues to be our key differential, even in a scenario of increased automation.

5 - What message would you leave about the importance of After-Sales?

A: After-Sales is a strategic driver within the Nexcom Group. Our work reflects our commitment to creating positive experiences by responding quickly and transforming feedback into opportunities for improvement. To us, each interaction is a chance to strengthen our relationship with our clients and ensure that our deliveries are synonymous with excellence. In 2025, we will continue to evolve seeking to always be ahead of expectations.

Inside Strategic Planning with Rafaela



Rafaela Barrozo é Head de Planejamento Estratégico.
Crédito: Sofia Colucci

If After-Sales is the spice that gives flavor and consistency to customer relationships, the Strategic Planning area, which is led by managing partner Rafaela Barrozo, is the full recipe that guides each stage of the journey. Under her leadership, the area transforms ideas into creative strategies, connects brand objectives to the needs of the public and ensures that each action is executed accurately. It is this combination of strategic vision, scenario analysis and creativity that ensures relevant, impactful deliveries in line with each client's needs.

1 - What is the role of strategic planning in the communications strategy of Nexcom Group's clients?

A: Our job is to take ideas and transform them into something that makes sense to the audience and the client's goals. We connect what the brand wants to say with what the audience needs to hear, always considering the best way to make this happen. Ultimately, our role is to provide guidance and ensure that all the efforts go in the right direction.

2 - How does planning help support the Group's internal teams?

A: Planning is like a "jack of all trades" colleague. Our role is to connect the areas, align the information and make sure everyone is on the same page. This not only makes our everyday routine easier, but also helps the other teams deliver the best as they already know what to do and why do it.

Often, our people are so focused on their demands and serving clients that they end up not looking around. That's where we come in, taking a step back and shining a light on what may be going unnoticed.

3 - Is planning just strategic or does it play a creative role as well?

A: Planning is also creative, for sure. We don't just focus on numbers and research. We are very connected and work closely with the creative team.

"Planning is like a compass that helps guide communications actions."

The integration between strategy and creativity is what makes everything work. It's in this toing and froing that amazing ideas surface, since we connect what makes sense strategically to what delights and engages the public.

4 - For what type of problem or demand can a client seek the Planning area?

A: If a client has a pain point, an insight or is simply feeling that something needs to change, that is reason enough to come to us. We take these initial points, transform them into a briefing and, from there, create a plan to solve the issue or seize the opportunity. It could be a problem related to the company's positioning, engagement or even the desire to launch a new product - our job is to structure everything and find the best solution.

5 - What message would you leave to Nexcom's clients and partners about the importance of strategic planning?

A: Planning is where it all starts. It transforms challenges and ideas into something clear and targeted, ensuring that actions truly deliver value. For clients and partners, we are like a strategic arm that helps build creative and relevant solutions, always considering the final impact. If there is something you want to solve or explore, we are here to make it come true in a strategic and inspiring way.

> Success Stories that Marked 2024

Each year brings new success stories. In 2024, the Nexcom Group expanded its impactful trajectory with projects that stood out for their innovation and results. With a strategic and tailor-made approach, the company's professionals face challenges in sectors such as finance, tourism and the third sector, reaffirming its position as a communications benchmark for brands seeking relevance in the market.

Check out below some of the success stories that moved the Nexcom Group in 2024.



Anbima

In 2024, the cooperation between ANBIMA – Brazilian Financial and Capital Markets Association and the Fato Relevante team led by Ilana Szyller brought new momentum to FInfluence, a study that maps the ecosystem of financial market influencers on social media networks. Fato Relevante's work, which began in 2021, evolved to include the production of content aimed at financial sector professionals, such as podcasts, e-books and guides, besides the traditional publication of half-yearly reports. The survey monitors the impact of influencers on platforms such as X, YouTube, Instagram and Facebook, which, by the first half of 2024, had accumulated more than 225 million followers.

The seventh edition of the ANBIMA report, produced by the Fato Relevante team, delved deeper into the study of the behavior of financial influencers on social media networks and brought a groundbreaking approach to the relationship between these professionals and bets. The research, conducted by ANBIMA with the support of IBPAD Institute, led to the creation a strategic document that analyzes the most discussed trends and topics by these influencers during the period. Ilana comments: "FInfluence has established itself as an essential tool for understanding the digital behavior of Brazil's financial market and the patterns that shape the sector, helping ANBIMA to offer valuable insights to its members and to the general public," she says.

As well as producing the report, Fato Relevante's team also handled all ANBIMA's communications, including creating a special page on the organization's website with easy-to-read and relevant content about the research. The publication of the material generated wide coverage in the press, in media outlets such as Valor Econômico, Valor Investe, Folha de S.Paulo, InfoMoney and Broadcast.

The dissemination strategy was enhanced through the support of the press and digital advertising, ensuring significant reach and sharing of knowledge with the sector's target audience.

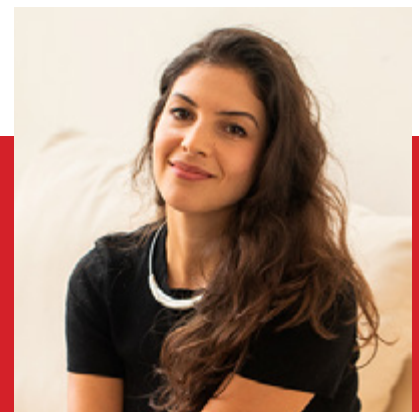
Ilana emphasizes that teamwork was essential to the project's success: "Our team is multi-task and hybrid, with people working in both PR and digital marketing. This requires everyone to be willing to work outside their comfort zone, but it is precisely this integration that allows us to serve ANBIMA in a thorough and efficient manner," adds Ilana.

The results reflect ANBIMA's adaptation to the new financial market scenario and the ability of Ilana Szyller's team to combine different fields of knowledge, ensuring that ANBIMA continues to be a reference in promoting knowledge and financial education in Brazil.



“Influence has established itself as an essential tool for understanding the digital behavior of Brazil's financial market.”

Ilana Szyller,
Managing Partner, Financial
Markets and Business expert
Photo by Sofia Colucci



Decolar

In 2024, Fato Relevante’s work for Decolar – the leading travel technology company in Latin America – was marked by a recent innovation. SOFIA, the first virtual travel assistant using Generative Artificial Intelligence, was introduced to accompany travelers from the moment they start dreaming about embarking on a new travel experience, through to planning and managing the trip, until their return home.

Fato Relevante’s strategy to publicize this technological advancement began with an interview with Decolar Group’s head of Technology, Gonzalo Estebarena, on InfoMoney web portal. Throughout the year, SOFIA was featured in interviews with the company’s top executives, alongside the opening of new Decolar brand stores in shopping malls in the São Paulo Metropolitan Area and other Brazilian cities like Campinas, Rio de Janeiro, Belo Horizonte, Salvador and Recife. In late 2024, a merger agreement was entered into between Decolar’s holding company and Prosus, a global technology company with investments in more than 100 companies around the world.

Another Decolar goal for 2024 was to exceed the excellent results of 2023 in terms of client exposure in the media, a target achieved before the end of the year. More than 6,000 stories were published, a 20% increase over the previous year.

Fato Relevante’s expertise in the travel sector was crucial to overcome challenges, such as the crisis caused by the pandemic and positioning Decolar as an innovative company. The agency’s Travel and Tourism Department is led by partner Vanessa Silva, with 15 years’ experience in strategic travel communications, and is managed by partner Marcelo Mendonça. Thais Barion is exclusively dedicated to serving Decolar. Also under Vanessa’s leadership, Nicole Kirsanoff works serving another client in the department, Assist Card – a leader in travel insurance and assistance –, which renewed its sponsorship of Flamengo Football Club in 2024, displaying its brand on the soccer team’s shirt.

Fato Relevante’s Travel and Tourism Department also develops specific projects for clients in the Brazilian travel sector. In partnership with OneWG agency, Fato Relevante organized a press trip to Serra Catarinense in Southern Brazil, for the opening of the 2024 Winter Season. The event brought together some of the country’s leading travel journalists on a visit to Santa Catarina State. The wide-ranging coverage gave the state more visibility as a major winter destination.



Interview with Gonzalo Estebarena, head of Technology at Decolar Group, on InfoMoney web portal



Interview with Damián Skokin, Decolar Group global CEO, for O Globo newspaper



Alexandre Camargo, general director of Assist Card in Brazil, in an article by IstoÉ Dinheiro about the renewal of sponsorship of Flamengo



Vanessa Silva, Fato Relevante Partner, head of the Travel and Tourism Department. Photo by Sofia Colucci



Marcelo Mendonça, Fato Relevante Partner, a specialist in Crisis Management, Litigation PR, Travel & Tourism and Airline Sector. Photo by Sofia Colucci

Nexcom Group and Its Commitment to Social Transformation

Throughout 2024, the Nexcom Group worked on several social impact initiatives, committing to causes that seek to transform lives and promote inclusion. Supporting projects focused on education, health and rehabilitation has been the Group's priority, aimed at generating significant and lasting results for the communities served. These actions reflect the Group's ongoing commitment to improving living conditions and promoting citizenship, thus creating opportunities for those who need them most.



Mais Identidade Institute

Led by managing partner Angelita Gonçalves, Fato Relevante took on the challenge of increasing the visibility of Mais Identidade Institute, a not-for-profit organization dedicated to the oral and maxillofacial rehabilitation of patients with deformities caused by cancer, trauma or congenital diseases. Using cutting-edge technology, like 3D printers, the institute transforms the lives of these patients, restoring not only their appearance, but also their identity and dignity, key aspects for their social reintegration.

Fato Relevante’s consultancy was designed to increase awareness of the institute, while positioning it as a reference center and reinforcing its public reputation. “Promoting the work of Mais Identidade Institute goes beyond professional responsibility. It is an act of love and empathy”, says Angelita, highlighting the stigma these patients face. “Our role is to show that facial rehabilitation is not just a matter of aesthetics. It restores dreams, rebuilds stories and gives these lives a new chance to flourish. We want to mobilize people and inspire support for an initiative that helps people restore their lives and dignity,” Angelita adds.

The work produced significant results, ensuring Mais Identidade Institute’s prominence in major media outlets, such as **Record TV, O Estado de S.Paulo, Marie Claire and UOL**. These achievements reinforce the project’s mission and help attract new supporters. “Each entry in the media increases public knowledge about the transformations that the institute provides,” says Angelita.

With increased exposure, Mais Identidade Institute also seeks to reduce the waiting list of those seeking treatment. The partnership with Fato Relevante reinforces this commitment and has consolidated the institute’s position as an agent of transformation in society, by restoring not only the aesthetic aspect, but also the self-esteem of hundreds of people across Brazil.



Special feature in Estadão newspaper about the work of Mais Identidade Institute

“**Each entry in the media increases public knowledge about the transformations that the institute provides.**”



Angelita Gonçalves, Managing Partner, a Health and Pharmaceutical Industry specialist. Photo by Sofia Colucci

Sementes Institute



Sementes Institute transforms lives and combats social injustice through education, health and culture for children and adolescents. Photos: Release

Sementes Institute is a not-for-profit organization dedicated to transforming lives through education, health and cultural initiatives. Coordinated by Vanessa Souza, a volunteer on the project and a management and finance consultant for Nexcom Group, the institute has played a key role in combating social injustice and vulnerability, especially among children and adolescents.

Since its foundation, Sementes Institute has expanded its activities, as shown by the growth in services provided to vulnerable young people. It started with a small group of 15 children, and the project now benefits more than 65 people in spaces such as Clube Nacional, where tutoring, sports activities, and craft programs are offered.

These activities are possible thanks to the partnership with the Nexcom Group, which has been contributing monthly to finance teachers and other educational activities for the past two years. "When we got Nexcom's support, our ability to impact the lives of these children increased significantly. Education became even more accessible to them," says Vanessa.

In addition to the educational impact, the institute organizes special events, such as end-of-year parties, which offer moments of joy and hope for children and their families. The celebrations also welcome contributions from several companies, including Nexcom Group, reaffirming Sementes Institute's commitment to a more dignified and promising future for the community it serves.



Vanessa Souza, Management and Finance Consultant for Nexcom Group. Photo by Sofia Colucci



Education is the essence of our work. This work is essential to building a fairer future full of opportunities.





BE A PART OF OUR STORY:

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

contato@gruponexcom.com.br

 @nexcomgrupo

**Annual Report 2023
Nexcom Group**

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