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OUR MISSION

**TO TRANSFORM SOCIETY,
COMPANIES AND BRANDS
WITH THE POWER OF
CREATIVITY.**



OUR STRATEGY

**TO DESIGN AND DEPLOY A BUSINESS ECOSYSTEM
ABLE TO HELP BRANDS AND COMPANIES
IN THEIR CREATIVE TRANSFORMATION PATH,
ACCELERATING THEIR ECONOMIC GROWTH
& POSITIVE IMPACT, BY APPLYING
INNOVATIVE AND CREATIVE SOLUTIONS
ALONG THEIR ENTIRE VALUE CHAIN.**



WHO WE ARE

JUNGLE21 IS AN ECOSYSTEM OF CREATIVE COMPANIES.

WE NURTURE AND APPLY CREATIVITY
TO TRANSFORM COMPANIES AND CONTRIBUTE
TO THE EVOLUTION OF SOCIETY.

WE ARE A UNIQUE STRUCTURE THAT PROVIDES
THE IDEAL CONDITIONS FOR EVERYONE
WHO IS PART OF IT, UNITED BY THEIR PASSION
FOR CREATIVITY, TO TURN IDEAS INTO SOLUTIONS,
TO TRANSFORM COMPANIES ACCORDING TO
THE SOCIAL AND CULTURAL CONTEXT,
GENERATING A REAL AND POSITIVE IMPACT &
PROMOTING SUSTAINABLE ECONOMIC GROWTH.

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BUSINESS MODEL:

JUNGLE21 IS AN ECOSYSTEM OF CREATIVE COMPANIES.

We help our clients in their transformation process by applying creativity throughout their entire value chain.

We have an integrated offer of strategy, consulting and strategic design, advertising, content, digital production, product and service design, communication and public relations.

Jungle21 is an ecosystem of creative companies with a service offering that spans the entire experience of a brand or a business.

"We take business seriously. But mostly, we take people seriously". Our model is people-centric. We take advantage of the resources and capabilities of our ecosystem to provide the best specialized solutions for our clients to grow in business and impact, being relevant to society. We are proud that, being independent, companies such as BBVA, KFC, SAP, Pepsico, Pernod Ricard, McDonald's, Grupo MasMóvil, Pernod Ricard, AliExpress, Familia Mahou-San Miguel and ROCA trust us.

Our ecosystem works on national and international projects offering a range of creative services focused on 3 key areas:

- Research, Strategy and Consulting
- Products, Services and Experiences
- Advertising, Content and Communication

The ecosystem operates as "one business": we offer our clients a transversal solution to face all their business challenges through the different and independent units of our ecosystem.

Starting from the platform model, we have been able to build a unique and differential ecosystem of units capable of responding to all brand building needs at each moment of the model, from the point of view of strategy and advertising, digital communication, product development and digital experiences, and public relations, putting creativity at the centre, as a multiplier to improve the effectiveness and impact of marketing strategies on society and business.

Our income comes mainly from an annual contractual relationship model (fee-based). Currently, other relationship models such as, project-based (consulting) and in-house practice (design of digital products and services) are also being developed and deployed.

The creativity of our people is our greatest asset, and the need to attract and retain it is a key element for our competitiveness, so, we continually build a culture and an environment that fosters safety and respect, professional growth, with the principles of freedom and responsibility.

We also have an internal and external NPS (Net Promoter Score) model, a monthly development evaluation system, and a personalized onboarding and monitoring plan. In the area of key talent retention, we will also have a model based on stock options and a bonus system that weighs the growth of the ecosystem through cross-selling against growth and personal metrics or of a particular company.

The ecosystem model applied by Jungle21 also allows and prioritizes a plug & play structure on demand through a network of specialized external collaborators.

Our platform structure empowers and invites a third-party entrepreneurial model for the creation, incubation and acceleration of new business units within the ecosystem.

LETTER FROM THE CEO.

We have made significant progress on our strategy, with stronger agency brands, new leadership, a simpler structure and a healthy balance sheet.



WE HAVE DEVELOPED OUR OWN UNIQUE METHODOLOGY WHICH MAXIMIZES OUR CREATIVE IMPACT IN BUSINESS, GIVING US A DISTINCT ADVANTAGE: GENERATING DIFFERENTIATION AND GROWTH FOR BRANDS AND COMPANIES.

1,000 days ago, PS21 was born. We transformed our advertising agency, dommo, into a creative company. After months of research and workshops, we deconstructed the business model we had, identified our best assets and combined them to establish a new model. We went from applying creativity only to advertising, to applying it throughout our value chain.

In October 2018, PS21 emerged. The goal: to become the benchmark for applied creativity and double our income every 3 years.

These first 1,000 days have been, despite Covid-19, better than expected. We have come out stronger and better prepared for what lies ahead. We now know how to identify companies with great potential and integrate them into our creative ecosystem; we have shown that we can identify new ways to grow. We have proven that we can double the company every 3 years.

In a world where digital transformation is a must to compete in business, creative transformation is what really makes the distinction in terms of a company's relevance, differentiation and exponential growth.

THE JOURNEY

In October 2018, PS21 was born.

In 2019 we acquired ES3, a digital marketing company. We reinforced our digital skills and entered clients such as, Grupo MásMóvil. That same year, we acquired Redbilly, a digital design consultancy firm. We reinforced the consulting and design part of our digital product. And, at the end of the year, we launched our communication consultancy firm, True, to fill a gap in the market and disrupt a mature and old-fashioned sector. From the point of view of building brand prestige, that year, we became the # 1 independent Spanish agency in the most prestigious awards in the world: Cannes Lions.

2020 was a special year: on the one hand, Covid affected all company operations, forcing us to stop acquisitions, on the other hand, it gave us time to reorganize and refocus on our strengths. The result was that we won BBVA, the most prestigious and largest account that was put up for competition that year. We also won, with True, the PR account of McDonald's.

In 2021, we started with good news from the Scopen Agency study. The results were a reflection of the work we are doing: # 1 Independent Exemplary Agency and Global Top 10; Top 10 Agency of the Year; Top 10: One of the best agencies to work for.

This has been an important year for new business: Alvalle (Pepsico), BBVA Switzerland, Beefeater, Aliexpress, Mahou San Miguel, Just Eat, Sixt, Storytel, HBO (these last 5 in PR, True). And, we ended the year being recognised as the number 1 independent agency in the Effie Awards, and 2nd in the global ranking. These are the most important awards within the advertising industry.

At the end of 2021, we set up the Jungle21 ecosystem to integrate all our companies (PS21, True, ES3) into one ecosystem.

OUR PRINCIPLES

- Creativity transforms everything. Creativity first.
- Unitary business structure. A single P&L for the creative ecosystem..
- We believe in the mix of Business x Society x Creativity.

FINANCIAL PERFORMANCE

In the first three years of PS21:

- Revenues pro-forma have multiplied by 2.05 to €11,017,077.
- Gross Profit or Income pro-forma has multiplied by 2.79 to €8,368,764
- The Operational EBIDTA pro-forma has multiplied by 5.72 to €2,561,191
- CAGR in Gross Profit pro-forma of 41% (2018-2021)
- Profitability (Operational EBITDA/Gross Profit) has gone from 15% to 31%.
- The Net Profit in 2021 stands at €2,287,133

Notes:

- The numbers for 2021 are pro-forma.
- Pro-forma numbers relate to unaudited non-consolidated results as if the Group had existed in full for the year and have been prepared under comparable terms with no consolidation eliminations. Consequently the prior year comparatives will change year on year.
- Gross Profit or Income is sales minus variable costs of sales. Revenues is gross billings to clients including pass-through costs.
- The data is aggregated with no consolidation eliminations.
- Operational EBITDA is EBITDA adjusted for non-recurring items and is the measure management use to assess the underlying business performance. Operational EBITDA margin is operational EBITDA divided by Gross Profit.
- Gross Profit, Income or Gross Margin are the same meaning.

THE NEXT 1000 DAYS

Our plans are executed based on time periods of 1,000 days (3 years). With respect to the objective of doubling our business every 3 years, these are the key points of the strategic plan:

How we will grow and where the growth comes from:

- Organically grow 10% per year (CAGR). This growth is the result of our new business methodology that is already consolidated and the growth in services to existing clients with the group companies. Investments in launching new divisions such as (True) are also included.
- Inorganically grow through acquisitions another 15% -16%. Acquisitions are simple, like the ones we have done so far.
- We have assumed a conservative scenario. We will acquire or launch up to 4 to 5 companies in the next 3 years. At an annual rate of 1 or 2 companies.
- Key areas where want to invest: Digital and audiovisual production, content, creativity for sustainable projects (ESG), advertising, branding, visual design, metrics and data to improve creativity and the output of our platform.
- Geographic scope: In the next phase of the strategic plan we will explore Europe and the Middle East.
- Attracting and retaining employees: being a listed company will allow us to structure products of the Stock Options Program to retain the key professionals of the team.





- We are in the process to be certified as B Corp, this will allow us not only to have recognition in the market and by potential clients, but also to be able to offer services related to ESG projects, something that will be mandatory for large companies in the short term.
- Business model: Our business model is based on the next step of “digital transformation”, which is “creative transformation”: the key lever for companies to differentiate themselves and be relevant as well as having a positive impact on society and its brands.
- New products and services: In addition to the capabilities that new acquisitions bring us and will bring us, we will develop our own products focused on scalability.

OUR VISION

Our vision is that creativity is the currency of the 21st century. We are entering an era in which we will move from digital transformation (a minimum necessity for all companies) to creative transformation. Creativity is the necessary multiplier for differentiation and relevance as a company, both with consumers and customers, and with society.

In a world dominated by algorithms, creativity is the only asset capable of creating and innovating unique solutions for the challenges of the 21st century.

BUSINESS POSITIVE

Going Public Paris

PEOPLE POSITIVE

Nurture Talent

SOCIETY POSITIVE

BCorp

ECOSYSTEM

Our ecosystem is based on the acquisition, acceleration or incubation of companies with great potential for both growth and profitability. In these first 1000 days we have acquired new skills with the integration of Redbilly (digital product design) and digital creative production with the acquisition of ES3. These two companies have shown that within the ecosystem, they grow in double digits, as Redbilly continues to be highly profitable, as does ES3. We also built the creative communication agency, True, to add creativity in an industry with no creativity; the result has been much better than expected, with double-digit growth and first-rate customer achievement milestones reached.

2022 is also a key year for expanding capabilities and geographic scope through acquisitions and integrations.

On March we acquired pink, a strategic & creative boutique. Founded in 2016 by Germán Silva with offices in Madrid and Milan. A few weeks later we completed the integration of Invisible, a cultural research and futures design studio. Invisible has started working on a project for BBVA and on different projects and ventures in the Jungle21 ecosystem.

On May we completed the acquisition of FCK, a digital led creative agency based in Barcelona. Founded by Hugo Oliveira, Enric Nel-Lo & Jaume Leis, FCK is a company with focus in design and digital projects. This acquisition represents an important injection of talent to the company. The number of received awards among the three executives amount to more than 150 from some of the most prestigious advertising festivals worldwide. It also grants direct access to Spain's second market, Barcelona, as well as to international clients.

The Jungle21 ecosystem allows us to maintain the entrepreneurial and innovative spirit of each company, while sharing knowledge, best practices and clients. This mix makes the growth capacity of the incorporated companies potentially exponential.

CONCLUSION

We believe that the combination of talent with a creative ecosystem, which allows the potential development of each of our capabilities, will help companies of the XXI century to differentiate themselves and to be relevant.

From product creation and content to business consulting, creativity has to permeate through the entire value chain to truly transform business.

Agustín Vivancos, Chairman

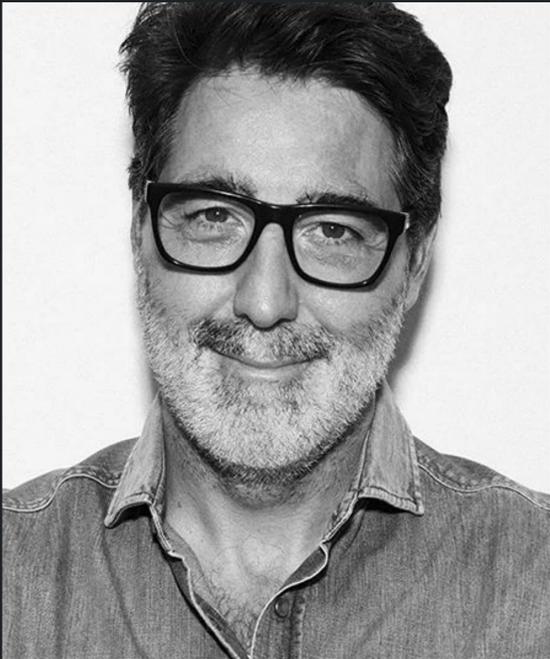
CONCLUSION

**WE ARE BUILDING A SOLID
COMPANY WITH DOUBLE-DIGIT
GROWTH.**

**WE HAVE MORE THAN DOUBLED THE COMPANY
IN JUST 3 YEARS, EBITDA X5.**

**WE ARE TOP RANKED IN INDUSTRY RANKINGS,
DESPITE BEING A YOUNG COMPANY, AND WE HAVE A
PROVEN BUSINESS PLAN THAT WILL LEAD US TO
DOUBLE THE COMPANY AGAIN EVERY THREE YEARS.**

BOARD OF DIRECTORS



AGUSTÍN VIVANCOS

Chairman

Age: 49

Date of appointment to the Board: 5/11/21

Nationality: Spanish

Entrepreneur with more than 25 years of experience, including startup launches, new product development, growth, M&A and strategy.

Agustin is founder and CEO of Jungle21. He also founded PS21 in 2018 making it grow 3x in the first 3 years through acquisitions. Under his leadership, the company has achieved great recognition in the industry, positioning itself as the # 1 Exemplary agency and among the top 10 in terms of both employee and industry appeal. In just three years he has managed to place the agency as the first Spanish independent agency in Cannes Lions as well as the # 1 independent in the Effie Awards.

Before he was the founder of dommo, a creative agency; Before dommo, he was the founder of an e-commerce startup and a fashion company. He previously served as a financial analyst at Procter & Gamble. Social enthusiast, enterprising love, husband, father, food and travel lover, curious.

He is a lifelong learning believer, is currently finishing the OPM from Harvard Business School, but has also completed his annual training in M&A, innovation, leadership at London Business School, Singularity University or Stanford Business School. He is also an AMP from IESE.

He actively contributes to the sector, he is currently the president of the creative agencies association, ACT. Founding member of the Matador Club and Patron of the FAD Juventud.



LUIS PEREZ DE VAL

Board Member

Age: 47

Date of appointment to the Board: 5/11/21

Nationality: Spanish

Multidisciplinary and strategic business vision. High capacity at building and developing new projects, consolidation of existing projects with high growth rates and leadership in international expansion. Achieving funding in different stages: seed, bank and state funding; growth capital, IPO; debt issuance. Restructuring of companies and business lines. Extensive experience in training and managing teams. Over 20 years as an entrepreneur, CEO in the digital, e-commerce, media and classified sectors. Expert in the grocery industry, retail, and worked for Last Mile delivery and fulfillment logistics. Three years' experience in investment banking M&A. Used to overcoming challenges in extraordinarily adverse environments. Expert in hyper growth management

Now he is at Glovo Group - Lola Market. Founder & CEO of Lola Market, a supermarket market place with delivery in 1h. Prior to that, he worked at Bodaclick (2014 - 2000) IPO in 2010. CEO & Founder. Capital raised €20M. EV 2010 €50M. Present in 12 countries in LaTam, South Europe and East Europe. 400 employees. Classified and Directory. Wedding Market Place. Also founded Eventoclick in 2004, a directory for MICE industry.

Degree in Economics and Business Administration from CUNEF - Universidad Complutense de Madrid.

Other positions currently held:
Member of Board: Dugun.com: wedding directory and classifieds related to weddings;
South Summit: Main Event for VCs and Entrepreneurs in Spain; A3D Printer: 3d Building Printing; Patronage Horizontes Abiertos Foundation.



MANUEL GIRO

Board Member

Age: 46

Date of appointment to the Board: 5/11/21

Nationality: Spanish

More than 15 years of experience leading teams to relentlessly pursue our goals. Successfully launching and building innovative premium brands that are present in +60 countries globally. Specialized in wines and spirits. Wide experience in brand and company acquisitions and their subsequent update being able to turn unanticipated situations into positive results. I define myself as a hard worker, conscientious, strategic and a critical thinker.

Current: Co-owner and member of the Board of Directors in Destilerías MG, Giró Ribot vinos y cavas, Ron Barceló, Gin Mare, MG Norte, Grupo Vinícola Marqués de Vargas, Amer Global Brands and also a member of Junta Directiva Espirituosos de España.

I worked for 2 years in finance for Ernst & Young, Merrill Lynch and RSM McGladrey in Miami and Chicago. After that, I joined my family company (Destilerías MG) as an assistant director to the COO, Marketing & Sales and Finance directors from 2000 to 2015. Since then, my current role is CEO.

Executive MBA from IESE Business School (2015) and Degree in Business and administration from the Universidad de Barcelona (1998).

BOARD OF DIRECTORS



BEATRIZ MARTINEZ

Board Member

Age: 47

Date of appointment to the Board: 5/11/21

Nationality: Spanish

Beatriz has spent most of his career in fashion firms such as, Zara and Pull & Bear, in sales, business expansion, new store openings, selection and employee training. She has been the Retail Supervisor at Levi's, leading store openings, personnel selection sales for the south of Spain, its islands and Portugal. She also managed El Corte Inglés openings in Portugal, as well as collaborating on the firm's "trend laboratory", with the Zinc physical store and the reissue archive of its iconic garments. She also worked with La Perla, the Italian lingerie firm.

From there, she moved on to the advertising industry, taking over the new business of dommo. Later, she founded and developed the trends and gastronomy hub, dommokitchen.

Beatriz has launched several startups, including Tristana, a fashion brand with the lightest cashmere jacket on the market. Currently she is managing a real estate company and an art investment company. Beatriz completed her fashion studies at the Madrid School of Arts and Crafts; she has a Master's in Event Organization and a Master's in CoolHunting from Blanquerna / Ramon Llull University. She also has a Master in Fashion Production from the Centro Superior de Diseño, IED Madrid.



ISIDORO MARTINEZ DE LA ESCALERA

Board Member

Age: 56

Date of appointment to the Board: 5/11/21

Nationality: Spanish

Chief Marketing & Communications Officer of NH Hotel Group since 2014. He is an Industrial Engineer and has a postgraduate degree from IESE. He is married and has 2 daughters.

He has an extensive and consolidated professional career, developed in recognized multinational companies in consumer goods, media and internet sectors. He has held various responsibilities in the general management and marketing area of Procter & Gamble, PepsiCo, 20th Century Fox, Antena 3 TV and Grupo Osborne. In addition, he has developed his role as an entrepreneur as a founding partner of the communication agency QMS and in the digital marketing and social media consultancy firm, MultiPlatform Content.

He has been a Director for 9 years (2012-2021) of Biosearch, a biotechnology company listed on the Madrid Stock Exchange. Biosearch was acquired by the multinational, Kerry, in a bid that has turned out to be one of the most successful, in terms of price, for an acquired company on the Spanish Stock market.

Isidoro combines his business activity with working as a teacher at various top-level schools such as, the Instituto de Empresa, the Instituto Superior para el Desarrollo de Internet (ISDI), and the University of Nebrija.

He is a published author of the novel "Smoke in the Rain" (2010).



MIGUEL ÁNGEL MELERO

Secretary Non-Member

Age: 53

Date of appointment to the Board: 31/3/22

Nationality: Spanish

Miguel Ángel is Of Counsel with the Corporate practice of Gómez-Acebo & Pombo with nearly 30 years of experience advising corporate clients. Prior to joining his current firm, until 2021 he was Company Secretary at Quabit Inmobiliaria, a Spanish Listed company in the Real Estate Sector, and until 2017 partner at Cuatrecasas, another top Spanish firm. He specialises in Mergers and Acquisitions, debt issues, company law, corporate governance and capital markets. Miguel Ángel has a broad experience advising local and multinational companies, having served as secretary to the board of directors of several listed and privately held companies, including Jungle21 (at the time Dommo and later PS21) from the time of its incorporation until 2010. He has particular expertise regarding transactions in the M&A arena, as well as in the implementation of Compliance and ESG programs.

Miguel Ángel holds a Bachelors' Degree in Law from the University of Navarra, an LL.M. in International Law from the University of London, a master degree in Business Law from the Pompeu Fabra University in Barcelona, postgraduate degree in Compliance from Carlos III University in Madrid, and has postgraduate studies in law firm management, artificial intelligence applied to business and DE&I. He has lectured at various Spanish and foreign universities and has been a frequent speaker in conferences at business schools and professional and business associations (Instituto de Empresa, Universidad Autónoma de Madrid, ESADE, ISDE, Columbia University, American Bar Association, iiR, APD, Instituto de la Empresa Familiar).

THE SHAPE OF OUR BUSINESS

KEY FACTS AND FIGURES

+160
PEOPLE

50+
CLIENTS

7
COMPANIES

1
P&L

OUR ECOSYSTEM

PS21

REDBILITY

TRUE

ES3

PINK

INVISIBLE

FCK

SOME OF OUR CLIENTS

ACCIONA
ADECCO
ALCE NERO
ALIEXPRESS
AXIS
BBVA
BUDWEISER
CAIXABANK
CHICCO

CORONA
CORREOS
FOX
HBO
HENDRICKS
INDITEX
JUSTEAT
KFC
MARRIOTT

MANGO
MÁSMOVIL
MCDONALD'S
MINISO
NATGEO
ONCE
PEPSICO
PERNOD RICARD
PUERTO DE INDIAS

ROCA
SAP
SIXT
STORYTEL
TAXDOWN
TELEFÓNICA
YOIGO
WWF

FINANCIAL HIGHLIGHTS ¹

REVENUE

€11M

REVENUE (2019-21)

2.05x

CAGR GROSS PROFIT (2018-21)

41%

GROSS PROFIT OR NET INCOME

€8.4M

GROSS PROFIT (2019-21)

2.8x

EBITDA/GROSS PROFIT (2019-21)

15%↑31%

EBIDTA

€2.6M

EBIDTA (2019-21)

5.7x

ANNUAL NET PROFIT, 2021

2.3M

OUR INTERNATIONAL AWARDS

in our 4-year history

100+

CRESTA
CANNES
CDEC
EFICACIA
EL SOL
EPICA

EUROBEST
GENIO
INSPIRATIONAL
IP MARK
JCDECAUX
LAUS

NY FESTIVALS
OJO DE IBERO
ONE SHOW
PNMD
THE DRUM
YOUTUBE WORKS
WARC

¹ The numbers for 2021 are pro-forma.
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Gross Profit or Income is sales minus variable costs of sales. Revenues is gross billings to clients including pass-through costs.
The data is aggregated with no consolidation eliminations.
Operational EBITDA is EBITDA adjusted for non-recurring items and is the measure management use to assess the underlying business performance.
Operational EBITDA margin is operational EBITDA divided by Gross Profit.
Gross Profit, Income or Gross Margin are the same meaning.

THE STORY SO FAR

2018

October.

dommo, an advertising agency, becomes PS21, a creative company.

2019

April.

We acquire ES3, digital marketing, to strengthen our digital skills and enter clients such as Grupo MásMóvil.

July.

Spanish independent agency in the most prestigious awards in the world: Cannes Lions.

August.

We acquire Redbility, a digital design consultancy firm, to reinforce the consulting and design part of the digital product.

September.

Redbility starts working with Inditex

November. We launch True, Creative Communication agency, to fill a gap in the market and disrupt a mature sector.

We win FiNetwork, Adecco, Toyota/EU, Pasqual Maragall, Sony Pictures, among others. We rejected 54 pitches.

2020

June.

PS21 wins BBVA, the most prestigious and largest account that went into competition that year.

PS21 starts working with SAP.

July.

Agustín Vivancos, CEO & Founder of Jungle21, is elected as President of the ACT.

September.

True wins McDonalds.

We grow in the year of Covid especially in profits.

We win Acciona Mobility, Ryans, SAP, BBVA and McDonalds among others. We rejected 67 pitches.

2021

January.

Scopen study: 1st independent exemplary agency. Top 10.*

February.

We won Alvalle (Pepsico).

March.

Scopen Studio. One of the best agencies to work for. May.

We won the Aliexpress digital account (Alibaba).

June.

We begin the process of joining Euronext.

June.

We start the B-Corp certification process.

August.

By August we have won Alvalle, Aliexpress, Mahou San Miguel, Just Eat, Sixt, Storytel, HBO (the last 5 in PR).

October.

2nd best agency of the year. Eight finalists in the Effectiveness Awards, KFC the brand with the most finalists. 3 Awards.

October.

We won Toysrus.

November. We brand the ecosystem as JUNGLE21. PS21 will be the advertising & content brand of the group.

December.

We close the first 1000 days growing x2.7 in revenue.

2022

March.

We go public. Listing Euronext @52MM.

We acquire Pink.

We integrate Invisible. Agustín Vivancos is re-elected as president of ACT.

May.

Acquisition of FCK.

First Pencil OneShow.

One of the top agencies in the CdeC, KFC leads the list of winners. 13 pieces on the list of winners (9 ps21 + 4 true).

We launch the Jungle House.

June.

PS21, 1st Spanish Independent Agency at Cannes Lions International Festival of Creativity.

* Biennial research on trends within the advertiser-agency relationships and the perception and image of the agencies.

THE MARKET.

Creativity: the currency of the 21st century.

**REVENUE GROWTH:
CREATIVITY,
ANALYTICS
& PURPOSE.**

In a VUCA scenario, strategy is more important than ever. Clients need a clear path to create value in the early stages of their marketing plans. Once the way is designed, creativity brings to brands and businesses solutions that are simple, useful and authentic in a sea of sameness found in the market.

2.3x

is the average revenue growth of companies that are unifying creativity, analytics, and purpose.

Getting tangible about intangibles: The future of growth and productivity?, McKinsey Global Institute, June 2021

**CREATIVITY
OUTPERFORMS
ON KEY BUSINESS
PERFORMANCE INDICATORS.**

Creative companies are more likely to report a commanding market leadership position with a higher market share than their competitors. Of those reporting market share leadership, creative companies outnumber their less creative counterparts.

1.5 to 1

Companies that embrace creativity, enjoy greater market share and competitive leadership

The Creative Dividend: How Creativity Impacts Business Results (2014)

**CONNECTING
WITH CULTURE
AT THE SPEED OF INDIE.**

As clients take data and technology functions in-house, they need more help turning fresh insights into a business advantage. The result: indies are getting asked for strategy, and finding it's more profitable than any other agency service.

**“ BRANDS INCREASINGLY
SEEK INDIE SHOPS AND
THEIR 'NIMBLE' MODELS
IN THE PANDEMIC”**

AdAge

**INTEGRATED AGENCIES
ARE NOT THE
IDEAL SOLUTION
FOR CLIENTS.**

While big holdings are on a road to merge their companies and create bigger generalist agencies, clients are willing to have specialized partners to face the many different and specific challenges for their brand and marketing plans.

79.2%

of clients feel that specialized agencies are the ideal partner for their business challenges.

Agency Scope 2020 - 2021 - Scopem, 2021

**BRAND BUILDING
IN THE ERA
OF ECOMMERCE.**

While performance channels receive greater spend, brand-building activity is on hold, but it remains a key component. Brand awareness, fame and preference can make a big difference in e-commerce environments.

60%

of the sales effect from advertising is due to long-term efforts at brand building

Effectiveness in Context', Les Binet & Peter Field (2018)

**WORKFORCE:
CHALLENGING
THE BIG EXODUS.**

Marketers are quitting their jobs in what has been dubbed the “great resignation.” Talent attraction and retention are the main operational challenges faced by agencies.

#1

Talent acquisition is the #1 operational challenge cited by agencies.

Setup™ - Marketing Relationship Survey Results - 2019

**AGENCIES ARE
BECOMING B-CORPS.**

Having sustainability at the core also adds brand value, employee engagement, talent attraction and client preference.

2.5x

BRAND VALUE for brands perceived as having a high positive impact on society

Kantar Purpose 2020 Report

INVESTMENT CASE

In an industry which is facing several changes and shifts, Jungle21 has a clear path and roadmap for business growth and expansion, brand differentiation, and both talent engagement and attraction.

1

GROWTH X3 IN THE FIRST 1000 DAYS.

Revenues pro-forma have multiplied by 2.05 to €11,017,077.

Gross Profit or Income pro-forma has multiplied by 2.79 to €8,368,764

The Operational EBIDTA pro-forma has multiplied by 5.72 to €2,561,191

CAGR in Gross Profit pro-forma of 41% (2018-2021)

Profitability (Operational EBITDA/Gross Profit) has gone from 15% to 31%.

The Net Profit in 2021 stands at €2,287,133

2

NEW PRACTICES, NEW BUSINESS, UPSELLING & CROSS SELLING.

AOR (Agency of Record) for BBVA, KFC & Alvalle.

64%+ of new business requests and pitches (2018-2021).

Growing our current client billing through strong fees, active upselling and cross-selling between companies.

We've started working on European projects for clients such as SAP, BBVA Switzerland & Pepsico.

Launched a brand & experience consulting practice, which started developing projects for RYAN's, SAP & Acciona Mobility.

We will acquire or launch up to 4 to 5 companies in the next 3 years.

3

RECOGNIZED AS EXEMPLARY, EFFECTIVE AND CREATIVE.

We have over 90 creative and effectiveness international awards.

Ranked as #1 Spanish independent agency at Cannes Lions 2019 & 2022.

Ranked as #1 independent and #2 global agency at Premios Eficacia 2021.

Ranked as #1 (independent) and #6 (global) Exemplary Agency by marketers in the Agency Scope 2020/21.

4

OWN WORK METHODOLOGY

Plafom21TM: a proprietary methodology capable of structuring integrated multi platform communication models based on the most effective combination of objectives, messages, and points of contact

AlwaysIn: a unique and innovative model of interaction at the speed of culture, which has already helped KFC to become the # 1 brand on Twitter in Spain

1000-day strategic plans: We develop 3-year plans which maintain the strategic focus on the long-term vision, and will guide us in making decisions.

* The numbers for 2021 are pro-forma. Pro-forma numbers relate to unaudited non-consolidated results as if the Group had existed in full for the year and have been prepared under comparable terms with no consolidation eliminations. Consequently the prior year comparatives will change year on year.

Gross Profit or Income is sales minus variable costs of sales. Revenues is gross billings to clients including pass-through costs.

The data is aggregated with no consolidation eliminations.

Operational EBITDA is EBITDA adjusted for non-recurring items and is the measure management use to assess the underlying business performance. Operational EBITDA margin is operational EBITDA divided by Gross Profit.

Gross Profit, Income or Gross Margin are the same meaning.

GROWTH STRATEGY

Our plans are executed based on temporary spaces of 1000 days, With the objective of doubling every 3 years.

Key points of the strategic plan:

GROWTH SOURCE

How we grow and where our growth comes from

Organic growth of 10% per year (CAGR).

This growth is the result of our new business methodology, which is already consolidated, and our growth in services to existing clients within our ecosystem of companies.

Launching new divisions such as True and the consulting and strategic design unit at PS21.

Inorganic growth via acquisitions.

Simple acquisitions like the ones we've done up to now.

In a conservative scenario, we will acquire or launch up to 4 to 5 companies in the next 3 years.

WHERE WE WANT TO INVEST

Classification and key areas where we want to invest.

We classify our acquisition pipeline according to volume, expertise and fame.

Volume: competitors: companies with a similar positioning and offer. The objective is to increase business volume, business bandwidth and talent.

Expertise: adding companies with an offering different from ours, but complementary and close to our core business.

Fame: leading companies and talent in the creative landscape that allow us to strengthen our positioning as a Creative Transformation company.

Geographic Scope

Spain, and in our second phase: Europe & the Middle East

Key areas for growth, expertise and industries

Digital and audiovisual production.

Brand consulting and strategic design.

Content for sustainable projects (ESG).

Metrics and data to improve creativity.

Data visualization.

NFT's and Web3.

Content creators & Influencers.

Advertising.

Education.



ATTRACTION & EMPLOYEE RETENTION

Being a listed company will allow us to structure products in our Stock Option Program to retain the key talent in our business.

Adding talented companies to the ecosystem will make it a more attractive place for talent, as well as being able to offer movement between companies.

GETTING AHEAD OF TRENDS

We are in the process to be a Certified B Corp, which will allow us not only to have recognition in the market and by potential clients, but also to be able to offer services related to ESG projects, something that will be mandatory for large companies in the short term.

NEW PRODUCTS, SERVICES & INTELLECTUAL PROPERTY

In addition to the capabilities that new acquisitions bring us, and will bring us, we are going to develop our own products focused on scalability.

BUSINESS MODEL

Our business model is based on the next step of “digital transformation”, which is “creative transformation”. This is the key lever for companies to differentiate themselves and to be relevant, as well as to have a positive impact on society and its brands.



■ VISION & PILLARS

Creativity is the next great catalyst for business and brand transformation, through collaboration between talent in an environment of connected and specialized companies.

■ CREATIVE

Creativity applied to the entire value chain. It helps to transform businesses with unique, simple, and authentic solutions. For the workforce, is the main magnet to attract and maintain top talent.

■ THE ECOSYSTEM

Multiple companies. 1 P&L. Sustainable growth of the whole, collaboration, integration based on independence and a culture made up of multiple different cultures but connected by creativity.

■ GROWTH & EXPANSION

More founders, more companies, more capabilities, more countries, and more collaboration. A plan to grow organically and inorganically both in value, fame and business.

■ OUR PEOPLE

Design and ensure a long-lasting, safe, empowering, motivating climate, with an intellectual and monetary value capable of attracting and keeping the best current and future talent.

■ OUR PLANET

A plan and a commitment to have a positive impact on the planet, people and communities, because of the work we do, how we do it, who we do it with, and who we do it for.

FROM DIGITAL TRANSFORMATION TO CREATIVE TRANSFORMATION.

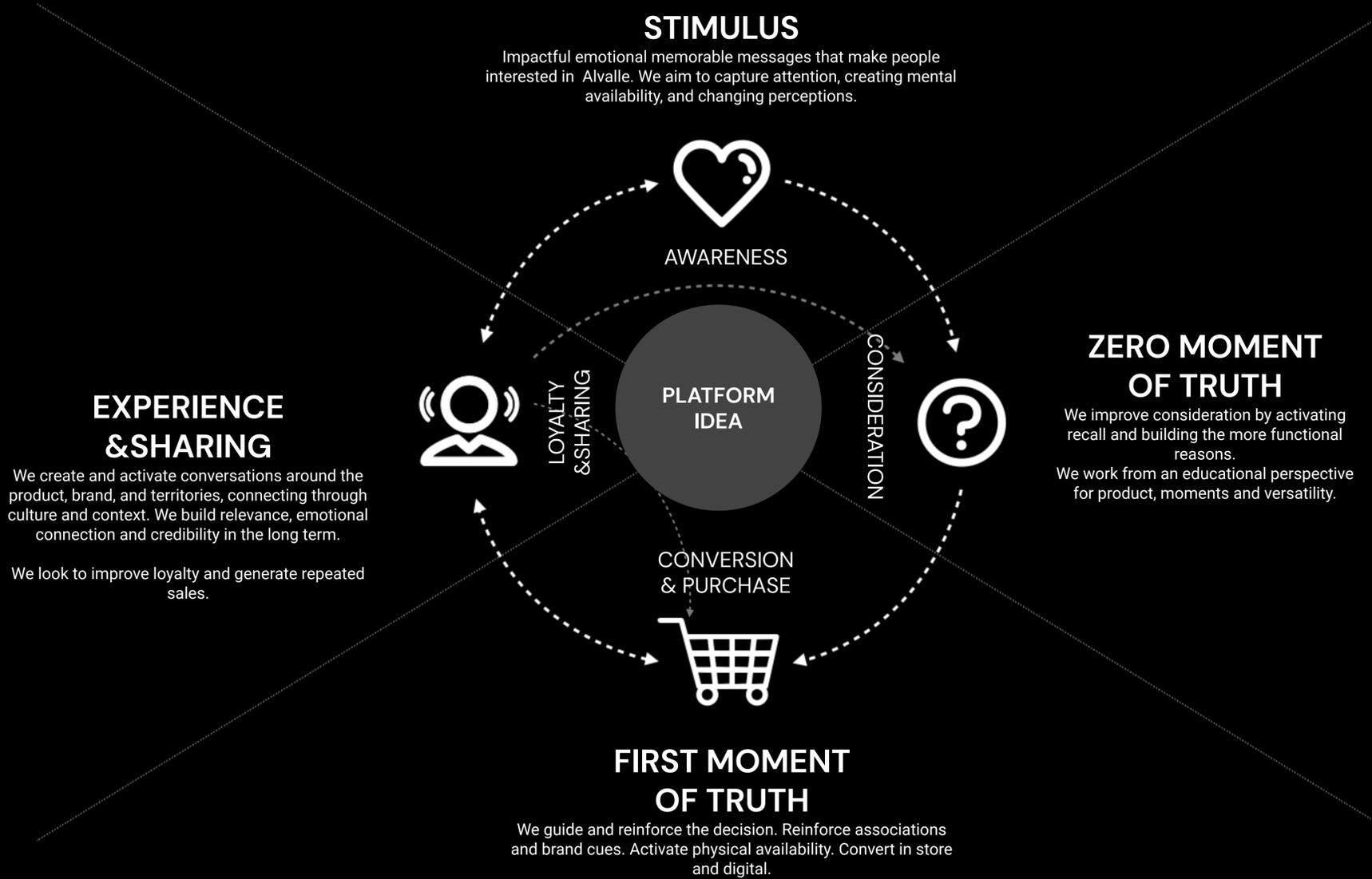
Creativity is the most valuable asset to solve any kind of challenge. It is seeing the world around us from new, different, and fresh perspectives. It is the ability to bring ideas to life and create unique, authentic and simple solutions. Creativity is the engine of the evolution of society.

To apply creativity in business is to create original, novel, useful, and innovative solutions to solve the challenges of a company in the area of sales, branding, experience, communication, or marketing.

In a context where it is increasingly difficult to stand out or to be relevant, creativity is the main tool for companies to effectively differentiate themselves, grow in their perception of value, generate consideration, and, above all, connect with people.

Creativity helps transform businesses with unique, simple, and authentic solutions.

PLATFORM21™



We have developed our own and unique methodology, which maximizes the impact of creativity in communication, constituting a distinct advantage that is capable of generating differentiation and business for brands.

Starting from the theoretical basis of the McKinsey Loyalty Loop, the integration of the Google ZeroMOT model and a specific analysis of the consumer decision journey of each category, to detect the different needs of the consumer in their process of choosing products and services, we have developed a methodology capable of structuring integrated multi-platform creative models based on the most effective combination of objectives, design, messages, and points of contact: The Platform21™ model.

This framework identifies 4 main dimensions of objectives: notoriety, consideration, conversion/ experience, and loyalty/ conversation, and distributes them according to the 4 key moments of the consumer decision journey (stimulation, evaluation, purchase and sharing), depending on the needs that must fulfill the journey in that phase of the funnel.

Furthermore, it is not a linear model like the traditional funnel, but rather a circular one, as it responds to the new reality of the experience, content and media-consumption ecosystem. To do this, it identifies and considers the interactions and synergies that occur between the 4 different consumer decision-journey stages, amplifying their impact by working on them in a coordinated way.

Once the main objectives, the moment and context of the consumer, and the role of communication, have been defined, this strategic framework allows us to identify the most related points of contact and that best work for the objective set.

And finally, with all this information, we can establish which elements we need to use in creative development, at each point of contact, to maximize the impact that every part of the communication platform has on the results.

THE ECOSYSTEM: BUSINESS, PEOPLE AND PLANET POSITIVE.

The second phase of our plan: a positive 1000-day plan for business, talent and the planet.

The 2nd stage of our master plan begins. Our next 1000 day. The group formed by PS21, True, Redbilty and ES3 becomes JUNGLE21, a creative transformation ecosystem to bring together current and future companies to double in the next 3 years.

Throughout these previous 3 years, our main learning has been that you cannot grow alone. Growth comes from collaboration, from the sum of talent, and from knowing how to sustainably manage economic growth whilst making a positive impact on society.

In this 2nd stage, we moved from the concept of companies connected to the ecosystem model fueled and connected by creativity, all synthesized in our plan:

- Business Positive: Going public Paris to grow
- People positive: Nurture talent. Best co-founders
- Society positive: BCorp

■ VISION & PILLARS

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■ OUR PLANET

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CREATIVITY:

CREATIVITY. THE FUEL OF OF OUR BUSINESS.

Creativity is the greatest competitive advantage a company can offer: simple, useful, surprising, owned, and unique solutions.

Today, more than ever, Creativity is a differential factor that must be transferred to the entire value chain, from the core of the business itself, to the creation of new products and services, commerce, user experience, and human resources.

Creativity applied in a company with a clearly framed purpose, added to current organisational knowledge and experience, can help companies to triple their growth.

To make this happen, we will continue investing in recruiting and training the best talent in the industry, since, ideas which stem from talent, are the true fuel that drives industry and innovation.

We will also continue to bet on ensuring an environment which encourage creativity and ideas to continue to be the engine that feeds and guides this industry.

1ST STAGE (2019-2021).

We framed standards of creative excellence within the ecosystem.

Creative leadership recruitment and investment in young talent.

Great performance at national, Ibero-American and international creativity awards.

Inclusion of creative leadership as lecturers in schools, creative academies and universities.

Creative Leadership Team Promotion Plan.

2ND STAGE & BEYOND.

Investing in research on the impact of creativity on business.

Anchoring top creative talent.

Business training plan for creatives.

Promotion plan for the second layer of creative leadership.

Expansion of the M&A pipeline to core creative industries (design,, motion graphics, CGI, ...) and edge (education, gaming, editorial, human resources, ...).

Continue investing in creative award festivals with special emphasis on the International TOP3.

WHAT MAKES J21.

CREATIVITY FIRST.

Creativity is at the heart of our model.
We apply creativity to business challenges.

FREEDOM & INDEPENDENCE.

We do not report. We collaborate.
We truly value the independence of the companies.

POSITIVE IMPACT.

We are aware of our impact on society and the world.
We want to help our clients to do the same.

FREE COLLABORATION.

We believe in the the power of collaboration.
We are sure that the best challenges bring together the best talent.

A MIX OF CULTURES.

We are all different, we are all unique.
Our culture is the mix of all our cultures.

1P&L. NULL BUREAUCRACY.

We've founded a unitary business structure.
An ecosystem with a single P&L with null bureaucracy.

■ VISION & PILLARS

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PS21

INTUITION IS OUR STRATEGY.

PS21 is a creative agency that connects business and society through creativity. Society needs good companies to evolve, advertising is not enough, companies need to go at the speed of culture.

PS21 designs creative & strategic brand platforms & 1000 days plans to help its clients to stay relevant, grow economically, and create a positive impact.

SERVICES

Strategy

- Brand Platforms
- Comms Planning
- Research
- Innovation Strategy
- Always In

Consulting

- Brand Design
- Brand Narrative
- Experience

Ideas

- Campaigns
- Creative Spikes
- Entertainment
- Content
- Experiential
- Social & Influencer

Founded:

October 2018

Management Team:

- Agustín Vivancos - CEO
- Beatriz Arce - General Manager
- Víctor Blanco - Executive Creative Director
- Sergio García - Strategy Director
- Jacobo Pérez del P. - Innovation Director
- María Davila - Finance Director

Clients:

- BBVA
- KFC
- AliExpress
- Pepsico
- SAP
- UE
- Pernod Ricard
- Tax Down

Past Clients:

- Lidl
- Adecco
- DIAGEO
- Schweppes
- JustEat
- FCA
- Reebok
- Nestlé

True.

CREDIBILITY MEETS CREATIVITY.

True is PR agency with creative DNA that combines creativity and credibility with the firm conviction to transform public relations and the goal of making ideas the primary focal point. Its objective is to generate meaningful and lasting conversations between brands and society, leveraging imagination and innovation.

SERVICES

PR

- Corporate communication
- International communication
- Messages and narratives
- Branded content
- Co-branding
- Institutional relations
- Internal communication
- Audits
- Spokesperson training
- Crisis communication

Experiences

- Events
- Product sampling
- Brand awareness
- MICE
- Sponsorships
- Content

Digital

- Social media
- Influencers
- Campaigns
- Brand reputation
- SEM/SEO
- Advergaming

Founded:

November 2019

Management Team:

Ana Zumalacarregui - General Manager
 Carlos Rija - Client Services Director
 Sergio Reverter - Account Director
 Patricia García - Account Director

Clients:

McDonald's
 JustEat
 Storytel
 Axis
 Correos
 Corona
 SIXT
 Budweiser
 Hendrick's
 MásMóvil
 HBO

Past Clients:

finetwork

ES3

KILL THE DIGITAL.

ES3 is a digital agency. We facilitate the communication of brands with new audiences, applying strategy and creativity in the generation of digital marketing and communication.

ES3 executes projects via digital channels and focuses on the development of the brand's social interactions with customers, prospective customers, and society as a whole.

SERVICES

Creativity

- Strategy
- Campaigns
- Design

Social

- Content
- Management
- Ads

Development

- Full stack web
- Performance
- Analytics

Founded:

2004

Management Team:

Paula Marín - Head of ES3 & ECD
 Marcos Martín - Digital Business Director

Clients:

Yoigo
 MásMóvil
 Lebara
 LlamaYa
 LycaMobile
 Adecco
 FOX
 Fox Life
 NatGeo
 Sodexo
 Aisco
 P. de Indias
 Azpilicueta

Past Clients:

Google
 Qualitas Auto
 Ayto. de Madrid
 Lufthansa
 ING
 Correos
 Warner Music
 LiveNation
 Legálitas
 Jazztel

Redbility

GOOD DESIGN. GOOD BUSINESS.

Redbility is a strategic design & business innovation agency. Redbility designs creative trendsetting solutions and experiences to add value to businesses and brands. Innovation and user experience are cornerstones of its culture, aside from its incisiveness and dedication to research and strategy.

Redbility excels in designing and developing apps, products and services.

SERVICES

- **Strategic Consulting & Research**
- **Product Design**
- **Service Design**
- **Conversion Rate Optimization (CRO)**
- **Innovation**
- **Digital transformation**
- **Brand Strategy**

REDBILITY INNOVATION CENTER

Redbility has a space dedicated to innovation, training and research, as well as being a meeting point for the community.

Founded:
2004

Management Team:
Mario Sánchez
Partner
P&S Design & Executive Director

María Renilla
Project & Research Director

Clients:

Inditex
Roca
Acciona
Telefónica
Finetwork
Once
Interflora

Past Clients:

IE
Banco Santander
BBVA
NH
Telefónica
Sanitas
Venca
UNIR
Nestlé
Ferrovial

pink

PURE INSTINCT.

PINK is a project-basis strategic & creative boutique, with offices in Madrid and Milan, that specializes in creating bold & high-value brand narratives.

PINK focus on the creative transformation of businesses. Its purpose is the creation of value. Since its inception, PINK develops key strategic and creative international projects.

SERVICES

- **Strategy and business transformation**
- **Design of products and services**
- **Brand creation and market positioning**
- **Content and brand experiences**
- **Identification and creation of targets**
- **Effective advertising and notoriety actions**

Founded:

October 2016

Management Team:

Germán Silva - CEO

Clients:

Nordés
Alce Nero
NOC
El sol
ACT
FAD
Chicco
Le Tribute
Oligos
Livegreen

Past Clients:

Verti
Skoda
Control
MásMóvil
García Baquero
DYC
Poltronesofa
Aldi
Samsung

invisible

APPLIED IMAGINATION.

Invisible is a Cultural Research and Futures Design Laboratory that aims to explore alternative narratives and frames of reference to expand the collective imaginaries of brands and organizations and thus extend the range of possibilities.

The lab works on applied imagination for the creation of future scenarios, narratives, strategies, ecosystems of experience and identities that help to mutate and reframe the corporate world.

SERVICES

- **Strategic Foresight**
- **Strategic Design Consultancy**
- **Cultural Research**
- **Innovation**
- **Service & Product Design**
- **Purpose and Vision**
- **Brand Strategy**

Founded:

2020

Management Team:

Stef Silva

Head & Creative Director

Clients:

BBVA

ECF

Past Clients:

NTT Data

Everis

Orange Bank

Greenpeace



TRANSCEND DIGITAL.

FCK is a creative agency led by digital that connects with pop culture with innovative ideas and memorable narratives.

FCK helps companies to evolve, launch or create businesses, offering a creative approach for advertising, design, production and consultancy.

SERVICES

- Advertising (full range)
- Innovation
- Consulting
- Production
- Design studio

Founded:

2013

Management Team:

Hugo Olivera - Creative Director

Jaume Leis - Head of Design

Enric Nel-lo - Creative Director

Clients:

Tropifeel

Colvin

La Caixa

Gunnebo

UOC

Futuristas

Past Clients:

Qustodio

Planeta

Unicef

Arrels

Colacao

Kayak

Alife

A photograph of a modern library interior. The ceiling is a prominent feature, with a large, curved wooden panel that follows the curve of the room. Below the ceiling, a large, dark-colored bookshelf is filled with books. In the foreground, a wooden reception desk with vertical slats stands on a light-colored tiled floor. To the right, a window with a white frame and a radiator are visible. The overall atmosphere is clean and contemporary.

JUNGLE HOUSE

JUNGLE HOUSE A SPACE FOR CONNECTING CREATIVITY

Jungle House. A new office concept that favours collaboration between companies with independent and versatile environments that adapt to the needs of projects and teams. In this way, Jungle House's philosophy is to become a flexible space that connects creativity and expands the concept to different cities.

We used the 'Jungle' concept as a common thread to create the storytelling. The project simulates the states of nature. The tones of the first floor evoke the roots, the earth, the deepest ideas; the next level simulates the treetops with green tones that suggest tranquillity, an environment designed for working and, finally, the sixth floor, which simulates the sky, the heights, an area between leisure and the upper spheres.



The background of the page is a dark, monochromatic scene filled with various 3D rectangular blocks and prisms. These shapes are scattered across the space, some standing upright and others lying flat, creating a sense of depth and architectural complexity. The lighting is subtle, highlighting the edges and surfaces of the blocks against the deep black background.

**SOME OF
OUR MOST
RELEVANT PROJECTS.**

— **KFC**

THE RISE OF THE COLONEL.

Client:
KFC

Industry:
QSR

Company:
PS21

After consecutive years of declining sales in Spain, KFC needed a change to unlock growth and become the iconic brand it was in other parts of the world.

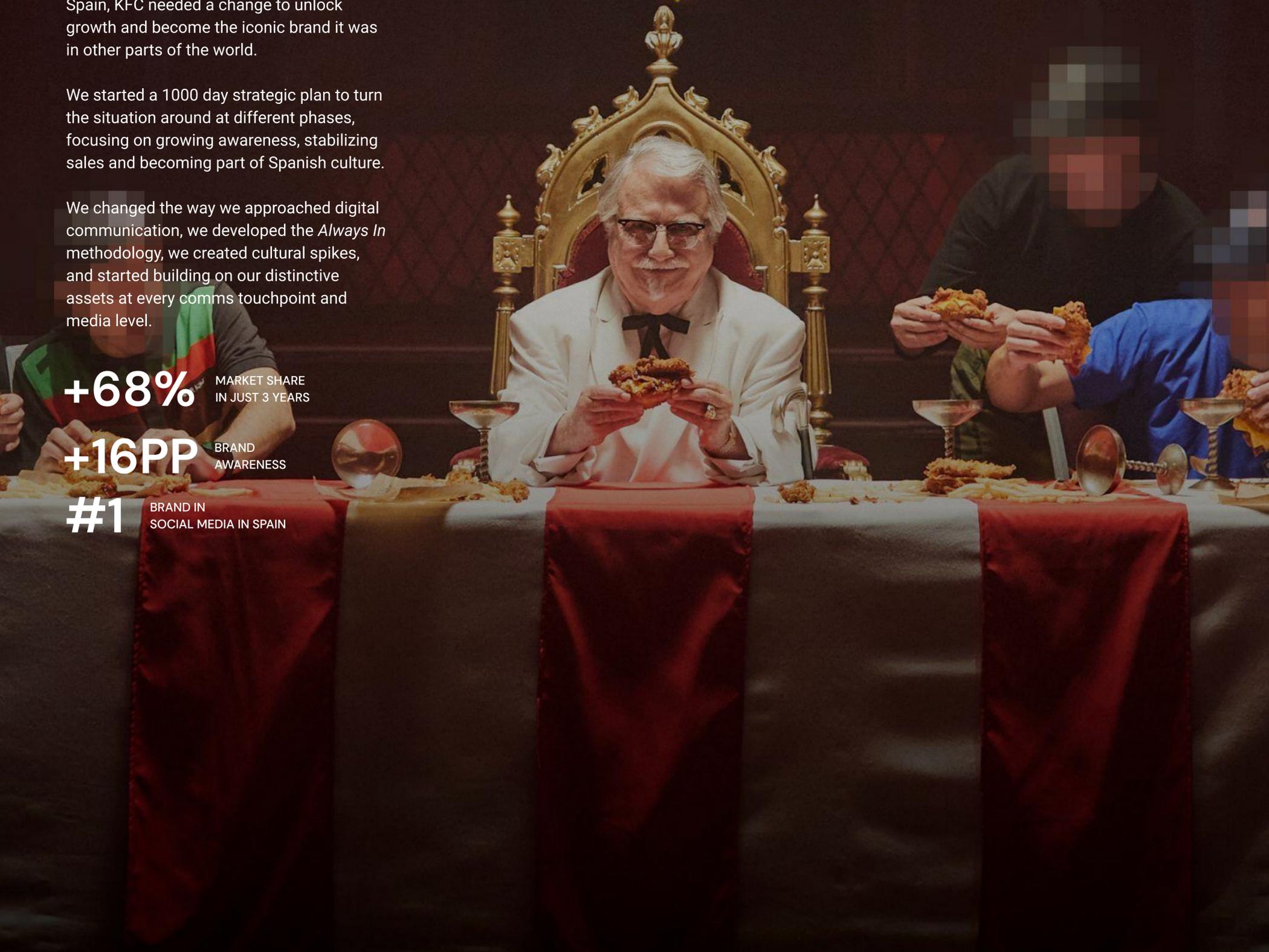
We started a 1000 day strategic plan to turn the situation around at different phases, focusing on growing awareness, stabilizing sales and becoming part of Spanish culture.

We changed the way we approached digital communication, we developed the *Always In* methodology, we created cultural spikes, and started building on our distinctive assets at every comms touchpoint and media level.

+68% MARKET SHARE
IN JUST 3 YEARS

+16PP BRAND
AWARENESS

#1 BRAND IN
SOCIAL MEDIA IN SPAIN



— *Tanqueray*

THE FIRST CITY WITH ITS OWN PANTONE.

Client:
Tanqueray

Industry:
Spirits

Company:
PS21

Tanqueray wanted to launch "Flor de Sevilla", a gin with a hint of oranges, as a tribute to the city of Seville. But, how could a British brand become more relevant to a Spanish city? By creating a bottle-shaped homage to the city itself.

We created a campaign that needed to have a meaningful cultural impact in a truly disruptive way. So, by taking the cue from a national insight, we used creative data to fill in a blank: in Spain everyone associates Seville with its special colour but no one knows what that colour is. The innovative use of data was based on an algorithm which we generated to find out something that had never been done before: the colour of a city. That's how we linked the product and generated an emotional connection through data to win the hearts of Spaniards.

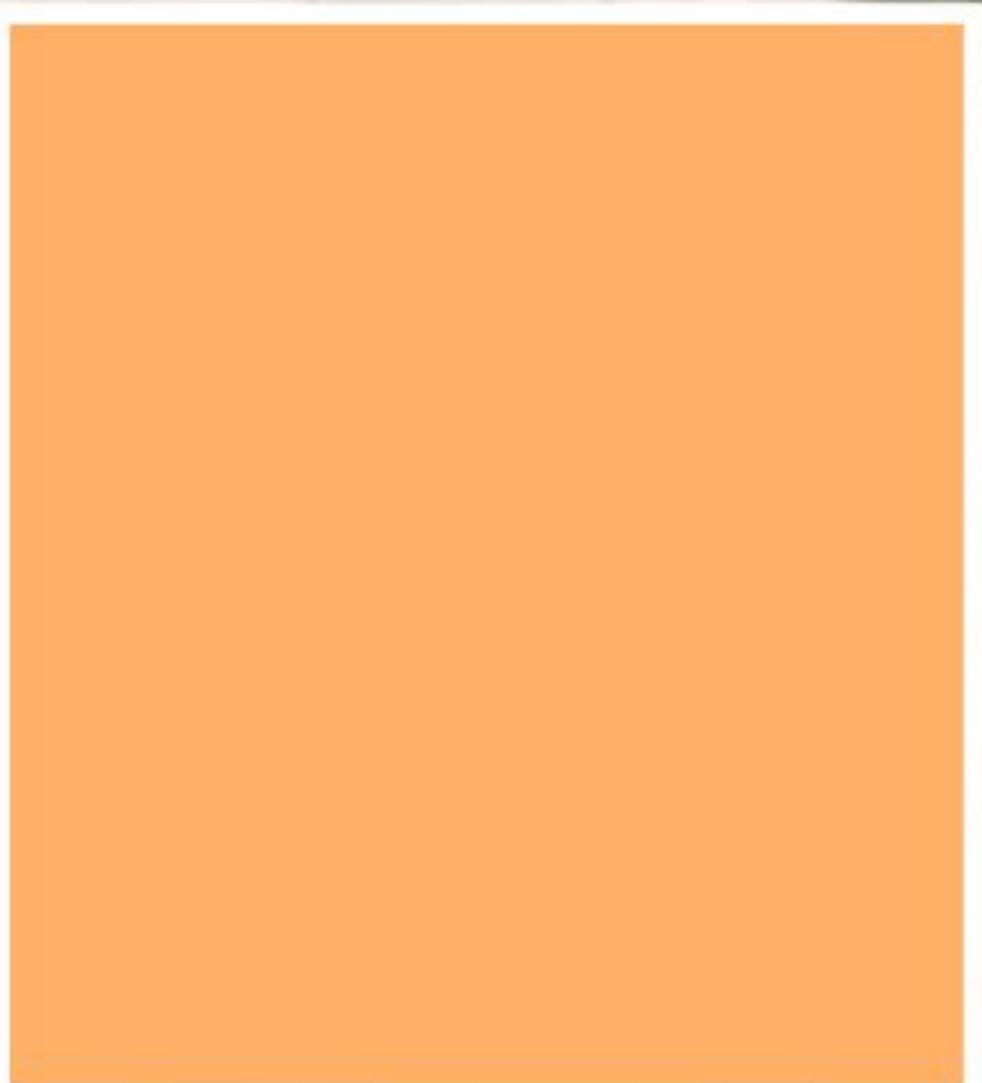
As well as launching the iconic bottle, we got Pantone to certify the colour, making Seville the world's first city with its own Pantone.

1ST
CITY WITH ITS
OWN PANTONE

20M+
SOCIAL MEDIA REACH

#1
SALES ON AMAZON

82M+
IMPRESSIONS



Color Especial de Sevilla

Color developed by
PANTONE®



EVERYTHING HAS AN ORIGIN.

Client:
McDonald's

Industry:
QSR

Company:
True

McDonald's is one of the most emblematic companies in the world & the leader in the fast food industry. They faced a credibility problem regarding the origin of their ingredients in their product preparation, despite the fact that the great majority of them come from local produce.

This issue was partly due to the strong commitment we feel in our country to national production, and the trend towards sustainable and local consumption. No matter how many times it was addressed, some critics continued to doubt the local sourcing of products. How could we put an end to this lack of trust at the root? By making all our local producers the most visible face of the brand.

Under the name, "Everything has an origin", we decided to move the iconic totems of the restaurants to the farms and crop fields of small, local producers. A bold and clear campaign that did much more than only achieve the objectives set: the campaign was warmly received by both media and audience.



2M

EARNED MEDIA VALUE

40x

RETURN ON INVESTMENT

98%

POSITIVE BRAND FEELING





BLACK ON WHITE.

Client:
Alce Nero

Industry:
Food

Company:
PINK

Alce Nero, a pioneering brand in the market, is today an important BIO food company whose partners are farmers and producers who cultivate, produce and transform biologic food products with the commitment to respect the land, protect the fertility, promote the wealth of territories and maintain - and even improve - the delicate balance that exists between our Planet and the human beings that live in it. A company with a cooperative structure and absolutely faithful to its essence and loyal to its founding values since its birth in 1978.

That is why we decided to return to its own essence, creating a campaign capable of transmitting the idea of the brand, its values and its commitment to the Earth and the lands, with the rawness and strength necessary to proclaim three indisputable truths: You were born Bio. You were raised Bio. You are Bio. Black on white.

A campaign with the aim of relaunching the brand, breaking the negative trend by radically increasing sales, and taking ownership of the category, championed by the hashtag #Nerosubianco: which is none other than the brand's commitment to people and the planet signed on the life contract.

1/2M
NEW CUSTOMERS

35%
INCREASE OF SELL OUT

#1 LEADING BRAND
IN THE TOP OF MIN



— BBVA

THE FOOTPRINT WE LEAVE BEHIND

Client:
BBVA

Industry:
Financial

Company:
PS21

BBVA released a new tool: The carbon footprint calculator. An app functionality to help people reduce their emissions.

But why would people want to reduce their impact if they didn't understand how big it was? How could we make them aware of the half a ton of CO2 the average Spaniard emitted every month?

To mobilize them, we really only had to show them the magnitude of their carbon footprint. Because half a ton of CO2 is equivalent to a footprint size 3965.

This is how we transformed natural landscapes into messages that were impossible to ignore, with the aim of getting people to take the first step towards reducing their carbon footprint: knowing it.

310K

VISITS TO THE CALCULATOR

18M

IMPACTS

+20%

TO THE CALCULATOR



BL
UA

A TYPOGRAPHY MADE OF FILMS.

Client:
BLUA

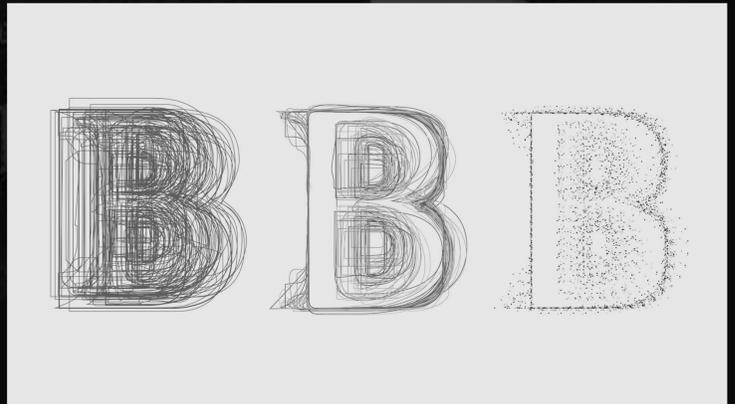
Industry:
Production

Company:
FCK

Home to a team of Filmmakers, Photographers and Producers, who became who they are today because of the films that inspired them, when they were kids.

We created their new identity, a typeface made from these films.

We collaborated with hangar, an art research center in barcelona and began to experiment with more than 200 film titles.



— Alvalle

RESPECT TASTES BETTER.

Client:
Alvalle
(Pepsico)

Industry:
FMCG

Company:
PS21

Despite being the original ready to drink gazpacho, Alvalle struggled for years to keep their market share: fighting with new artisan brands and being impacted by an industrial perception that was far from reality.

In fact, Alvalle's process is still almost entirely handmade, with respectful agricultural practices and 98% of its vegetables hand-picked. So, to change the perception, we built a new purposeful platform launched across Europe: "Respect always tastes better". A platform which connects functional and social relevance to change the perception and grow across different markets, highlighting our people, our produce and our relationship with the environment.

We developed new campaigns for 7 different markets, as well as creative activations to translate our social impact to consumers.

+5.4%
SALES VALUE

+4 PP
MARKET SHARE FR



GIVING WORK A NEW MEANING.

Client:
Adecco Group

Industry:
H&R Consulting

Company:
PS21

Adecco is one of the largest human resources consultancy firms in the world, and the best known in Spain. However, the transforming impact of technology in the sector, linked to the new expectations that candidates have about work, were making the sector more commoditized and Adecco lost relevance for a target that asks for more guidance and advice.

3 out of 4 people feel that they are not fulfilling their professional purpose. That was the result revealed by the study we carried out at national level, which also identified the balance between personal and professional life, the lack of guidance and, above all, the fear of change as some of the main reasons.

We created the new brand platform of Adecco: Your purpose. With the platform we launched, we transmitted an emotional message that aimed to make the audience reflect on the importance of facing changes and pursuing goals.

202M

CAMPAIGN IMPRESSIONS

+1630%

POSITIVE COMMENTS

+26%

POSITIVE BRAND SENTIMENT



RIDING THE CITY IN THE RIGHT WAY.

Client:
Acciona Mobility

Industry:
Mobility

Company:
PS21 | Redbility | True | ES3

Acciona, the most relevant and sustainable mobility company in our country, contacted us when they needed to generate brand awareness, while building customer loyalty.

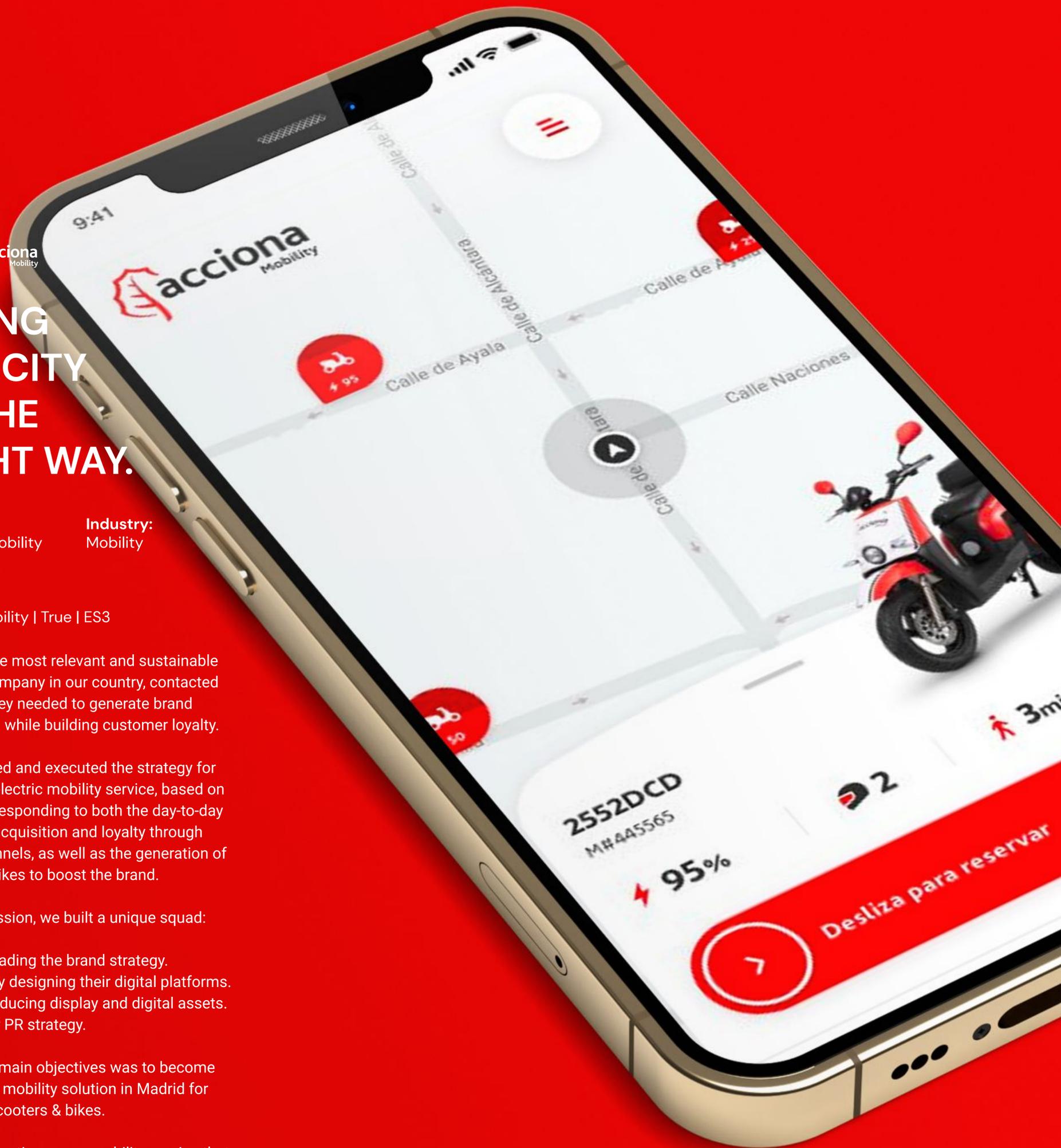
We designed and executed the strategy for Acciona's electric mobility service, based on 2 speeds: responding to both the day-to-day customer acquisition and loyalty through digital channels, as well as the generation of creative spikes to boost the brand.

For this mission, we built a unique squad:

- PS21 leading the brand strategy.
- Redbility designing their digital platforms.
- ES3 producing display and digital assets.
- True for PR strategy.

One of the main objectives was to become the leading mobility solution in Madrid for "sharing" scooters & bikes.

How? By creating a new mobility service that works through an app. This is how Motosharing was born, a service which enjoys the success of its expansion in more than six cities, tapping into other markets like Lisbon and Milan.



— BEEFEATER
LONDON

BEEFEATER LIGHT STEREOTYPES

Client:
Beefeater

Industry:
Spirits

Company:
PS21

A new product: Beefeater Light.
In a new category: Low Alcoholic
Beverages.

Surrounded by something as old as time:
prejudices and stereotypes.

Our solution? We gave voice to an ironic
barmaid who constructed a salty speech
made from real user's tweets about
Beefeater Light. The barmaid dismantled
those prejudices one by one and invited
consumers to reflect on them and
understand the product from its benefits.
Because no one should give up a drink if
they feel like having one.

We did it mainly through a long piece that
we moved through social networks and
three pills that worked at different times.
The ironic tone of the campaign even
influenced the brand's proactive character
and behavior on the networks.

95M
IMPRESSIONS

13M
VIEWS





KFCopypaste

Client:
KFC

Industry:
QSR

Company:
PS21

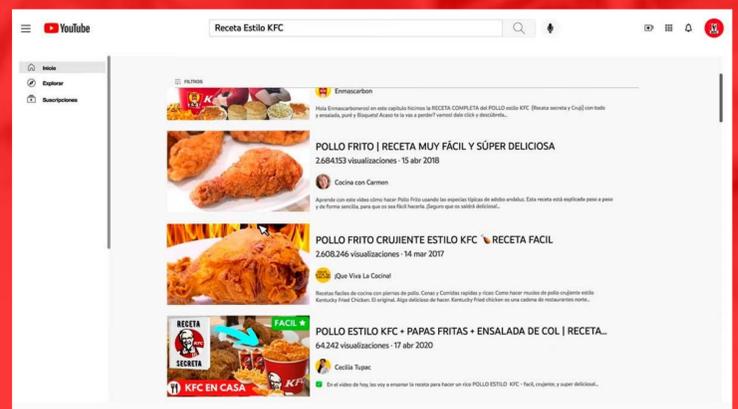
There are 516,000 recipe videos on YouTube that promise to teach you how to cook Colonel Sanders original recipe. KFC, proud of the effort that fans, copycats and foodies have put into trying to copy the original recipe, has decided to reward the effort and time invested with authentic chicken KFC.

KFC has created a website that will allow people to exchange amateur recipes for chicken cooked following Colonel Sanders original recipe. A link converter will transform KFC recipe URLs on YouTube into authentic KFC products. Simply enter one of the 516,000 links on the web and the URL will automatically turn into a code to be redeemed at any KFC restaurant. Each URL will be redeemable for a limited number of coupons, so people will be able to search the web for different versions of the recipe to exchange links for chicken.

+1100%
KFC RECIPE VIDEO SEARCHES

+40%
WEB TRAFFIC

46%
CONVERSION RATE



— *cnio*

THE EASIEST LOTTERY YOU CAN HIT.

Client: CNIO Industry: Health

Company: True

On World Cancer Day, to raise awareness of the CNIO's work and raise funds, we used hard facts to explain the high probability of suffering from cancer.

We opened our own lottery administration next to Doña Manolita, the most important lottery office in the country. There, people could get different "scratch cards" that visualised the real probability of suffering from different types of cancer and invited them directly to donate.

€0

PAID MEDIA

20M

PR VALUE

+60%

DONATIONS

THE ÆTERNALS.

Client:
Rainforest Part.

Industry:
NGO

Company:
PS21

Partnering with Digigo and Emerge Tech we're developing The Æternals, the first NFT to combine beautiful digital art, interactive gamification, and metamorphic change, driven by impact objectives and traced through blockchain infrastructure.

Each unique and stunning asset, when bought and/or sold:

- Contributes directly and transparently to the protection of the Rainforests of Central and South America
- purchases Carbon Credits
- provides access to an exclusive interactive game environment
- grants access to a tiered community of likeminded collectors
- provides exclusive access to a small batch of ultra-rare NFTs which include (for example) the rights to name newly discovered species on the Amazon, and physical access to tours by indigenous communities of the Amazon (with more to come in the future)
- provides access to an exclusive interactive game environment

Primarily they are a limited number of beautiful 3D digital artworks that you can display proudly as both a collector and as a contributor to the protection of the rainforest.





THE MOST MEMORABLE NEWS

Client: F. Pasqual Maragall
Industry: Foundation

Company: ES3

The Pasqual Maragall Foundation needed to raise funds to finance a pioneering study for the early detection of Alzheimer's disease. We launched a fundraising campaign in which relatives of real people with Alzheimer's remembered the news they never forgot to ask society to help us publish the most important of all: the creation of the laboratory.

In less than a month, with an online video, display and social media campaign, we managed to overcome the goal by more than 100,000 euros, making the headline, and thus the laboratory, become a reality.

€265K
RAISED

9.6M
IMPRESSIONS

— **Roca**

THE SMART EXPERIENCE OF SHOWERING.

Client:
ROCA

Industry:
Retail

Company:
Redbility

Roca is the alma mater of a group of companies, and leaders in the development and commercialization of bathroom spaces. We had already worked to align the product strategy with the general line of Roca, giving rise to its e-commerce.

This time, we were asked to collaborate in creating the new premium shower experience, thanks to our expertise in developing digital experiences with Redbility. So, we established the functional definition of the Smart Shower product and its control app. Our main objectives were focused on ensuring a full shower experience, facilitating the consumption of each virtue of the product and meeting the needs of the user in a very specific context.

How? By developing a unique team between us and the client, where synergies and the combination of knowledge, resources and skills led to the great Smart Shower.



■ VISION & PILLARS

Creativity is the next great catalyst for business and brand transformation, through collaboration between talent in an environment of connected and specialized companies.

■ CREATIVE

Creativity applied to the entire value chain. It helps to transform businesses with unique, simple, and authentic solutions. For the workforce, is the main magnet to attract and maintain top talent.

■ THE ECOSYSTEM

Multiple companies. 1 P&L. Sustainable growth of the whole, collaboration, integration based on independence and a culture made up of multiple subcultures but connected by creativity.

■ GROWTH & EXPANSION

More founders, more companies, more capabilities, more countries, and more collaboration. A plan to grow organically and inorganically both in value, fame and business.

■ OUR PEOPLE

Design and ensure a long-lasting, safe, empowering, motivating climate, with an intellectual and monetary value capable of attracting and keeping the best current and future talent.

■ OUR PLANET

A plan and a commitment to have a positive impact on the planet, people and communities, because of the work we do, how we do it, who we do it with, and who we do it for.

GROWTH & EXPANSION:

ORGANIC GROWTH: CROSS SELLING & NEW CAPABILITIES.

We are on the path to scale organically by consolidating our unique methodology and growing alongside existing clients, which will continue to increase our revenue, as the results of current campaigns keep improving and yielding attractive returns.

To this date, we've been successful in delivering outstanding results to our clients. This not only implies that JUNGLE21 retains a strong client base, but that these clients tend to rely on previous relationships for larger and increasingly more important challenges, especially when it comes to delivering creative services.

Creativity is the key to attaining everlasting positive effects through service offerings that balance short- and long-term goals. We set the stage for long-term returns on investments for clients, with a unique methodology that is multichannel in its nature. Thus, growing with clients as they achieve their business and commercial objectives.

Clients need creativity, design and innovation to build a long-lasting framework where businesses, consumers, and society interact. Because of this, the services we provide remain recurrent and growing over time, as they are necessary for businesses to continue to thrive in the modern state of media and content creation and consumption.

JUNGLE21 will continue to launch new subsidiaries in order to expand their service capabilities. The latest successful example of this is the launch of True, specialized in offering creative services in the public relations realm. These operations not only bring in more clients, but also increase the holistic offering of our ecosystem to existing clients, who may be interested in specialized services to satisfy their current needs.

We have the capability and resources, both capital and human, to continue to launch new subsidiaries internally, thus improving its offering and scale, and directly achieving future long-term growth.

GROWTH & EXPANSION:

INORGANIC GROWTH: ADDING VALUE, TALENT & PRACTICES TO OUR ECOSYSTEM.

A greater number of companies in our ecosystem will give us a competitive edge and a collaborative environment to expand services, gain volume, and hire and retain more key talent.

The marketing and creative sector is characterized as being atomized: top-quality competitors are often only focused on their distinct area of expertise. Thus, mergers and acquisitions are the go-to strategy for companies in the sector attempting to scale and grow.

J21 plans on executing its growth strategies, through both organic and inorganic growth. We have already successfully added 6 companies to our ecosystem through acquisitions (Redbilly, ES3, FCK & PINK) and incubations (True & invisible).

We are continuously exploring new acquisition targets, to replicate the successful consolidation of our previous operations. We have strict criteria: acquisitions must be differential and be projected to provide significant synergies through both revenue and costs.

Additionally, acquisitions must add value to the J21 differential lever, which reaps the rewards of the marketing multiplier effect through creativity, boosting product portfolios. Such has been the case in recent acquisitions, which have both increased revenue while maintaining solid and increasing profit margins.

Currently we're screening opportunities for adding companies specializing in Digital and audiovisual production, Brand consulting and strategic design, content for sustainable projects (ESG), metrics and data to improve creativity, marketing in healthcare and pharma and content creators & influencers.

Through further acquisitions, we will expand our offering, attract new clients, and build upon the marketing multiplier effect, by leveraging our expertise in creative transformation within the framework of our unique methodology.

GROWTH & EXPANSION:

OTHER GROWTH DRIVERS

In addition to the organic and inorganic ways to of growth, there are other growth drivers in terms of talent, value and intellectual property.

ATTRACTION & EMPLOYEE RETENTION

Being a listed company will allow us to structure products in our Stock Option Program to retain the key talent in our business.

Adding talented companies to the ecosystem will make it a more attractive place for talent, as well as being able to offer movement between companies.

GETTING AHEAD OF TRENDS

We are in the process to be a Certified B Corp, which will allow us not only to have recognition in the market and by potential clients, but also to be able to offer services related to ESG projects, something that will be mandatory for large companies in the short term.

NEW PRODUCTS, SERVICES & INTELLECTUAL PROPERTY

In addition to the capabilities that new acquisitions bring us, and will bring us, we are going to develop our own products focused on scalability.

BUSINESS MODEL

Our business model is based on the next step of “digital transformation”, which is “creative transformation”. This is the key lever for companies to differentiate themselves and to be relevant, as well as to have a positive impact on society and its brands.

■ VISION & PILLARS

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OUR PEOPLE:

HUMAN CAPITAL ATTRACTION & RETENTION

Talent is the main capital of the creative industry. So, our area of greatest investment is, and will continue to be, attracting, training and retaining creative talent.

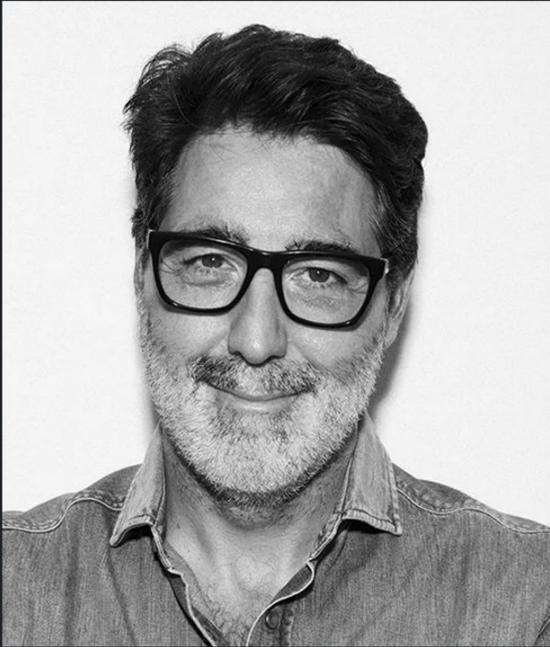
In an industry where talent is in great demand, it is essential to have the best team of professionals: our hired human capital must be talented, excel in creativity, and align with J21's mission and values. As such, the pool of potential candidates is small, and we are aware of the fact that attracting and retaining human capital is a strategic priority to achieve quality growth.

The Group is already considered one of the most attractive places to work for marketing professionals, due to our emphasis on creativity, our mission to achieve positive social impact, and our holistic omnichannel approach to planning and executing communications projects. In fact JUNGLE21 was recognized as one of the top 10 best marketing places to work by SCOPEN.

We will further increase loyalty and retention by offering incentive-based remuneration packages, linked to the evolution of its business, its results, and ultimately, its share price.

COMPANY'S FUNCTIONAL ORGANISATION CHART

The Group's workforce is currently comprised of over 160 people with different areas of expertise. The majority of the people in the Group are creatives profiles with decades of combined experience.



AGUSTÍN VIVANCOS.

CEO & FOUNDER, **JUNGLE21.**

Entrepreneur with more than 25 years of experience, including startup launches, new product development, growth, M&A and strategy.

Agustin is founder and CEO of JUNGLE21. He also founded PS21 in 2018 making it grow 3x in the first 3 years through acquisitions. Under his leadership, the company has achieved great recognition in the industry, positioning itself as the # 1 Exemplary agency and among the top 10 in terms of both employee and industry appeal. In just three years he has managed to place the agency as the first Spanish independent agency in Cannes Lions as well as the # 1 independent in the Effie Awards.

Before he was the founder of dommo, a creative agency; Before dommo, he was the founder of an e-commerce startup and a fashion company. He previously served as a financial analyst at Procter & Gamble. Social enthusiast, enterprising love, husband, father, food and travel lover, curious.

He is a lifelong learning believer, is currently finishing the OPM from Harvard Business School, but has also completed his annual training in M&A, innovation, leadership at London Business School, Singularity University or Stanford Business School. He is also an AMP from IESE.

He actively contributes to the sector, he is currently the president of the creative agencies association, ACT. Founding member of the Matador Club and Patron of the FAD Juventud.



BEATRIZ ARCE.

GENERAL MANAGER AT **PS21** & CO-FOUNDER OF **JUNGLE21.**

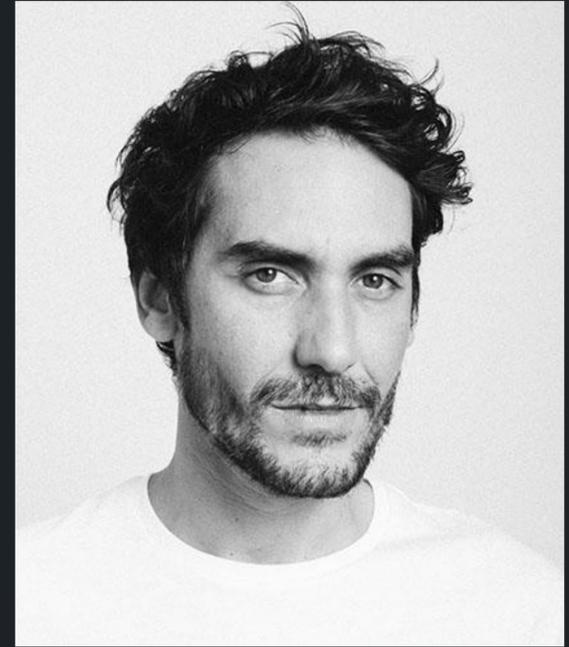
Bea has more than 20 years' experience working in creative companies, and she continues with the same purpose from that very first day: to empower creativity and transform brands.

Her experience through multinational and independent agencies, working for different brands and sectors, has made her become the professional she is today.

Before becoming Managing Director at PS21, she worked as Head of Growth, boosting new business and attracting big brands that today are part of PS21's portfolio.

Committed to creative excellence, she was trained at the Berlin School of Leadership and led projects which have won prestigious awards at Cannes Festival, Creative Club, Efficacy Awards, and more. Understanding the need to shape the next generation of professionals in advertising, she is part of the teaching staff of Zinkproject advertising school.

Character and passion in equal measure, Bea will always fight for great ideas, understanding that to grow clients and brands, creativity and innovation come first. This is what makes PS21 an industry reference.



VÍCTOR BLANCO.

EXECUTIVE CREATIVE DIRECTOR AT **PS21** & CO-FOUNDER OF **JUNGLE21.**

Víctor Blanco is the executive creative director of PS21. For more than 14 years he has worked obsessively on doing things differently and considering creativity as a contagion to spread throughout the world.

He started his career in 2008 as a copywriter. Six years later, at the age of 28, he had already risen through the ranks to executive creative director of Remo, a referential independent agency at the time.

He has worked for different brands including: KFC, Alvalle (PepsiCo), BBVA, Mitsubishi Motors, Bosch, PlayStation, Reebok, and so on.

His work has been awarded in national and international advertising festivals such as, Cannes Lions, WARC, Premios Eficacia, Club de creativos de España or even Premio Ondas.

He also combines his work with teaching and lecturing in Miami Ad School, The Atomic Garden, Universidad de Navarra and Universidad de Málaga.

COMPANY'S FUNCTIONAL ORGANISATION CHART (CONTINUED)



SERGIO GARCÍA.

STRATEGY DIRECTOR OF **PS21**
CO-FOUNDER OF **JUNGLE21**.

Bachelor's degree in Advertising at the Complutense University of Madrid, Sergio developed his career both on the client and agency side of the business, working at Santander Bank and Leo Burnett. After that, he joined the strategy department at dommo, where he led the strategic development for local and global brands such as, Google, Lidl, and Yoigo, helping create a trends consultancy unit within the agency (NowTrends), and co-founded a creative production company (Randm).

He was deeply involved in the transformation from dommo to PS21, and after completing his education in the Berlin School of Creative Leadership, he currently leads the strategy team in the company to build strong, relevant, and effective brands. His work has been recognised internationally in the biggest creative and effectiveness festivals such as Cannes Lions Effies, Warc Awards, El Sol or Eurobest amongst others.

He's also a frequent public speaker on trends and innovation, and teaches strategy and innovation in several universities and advertising schools such as, The Atomic Garden and Miami Ad School, Universidad Francisco de Vitoria (UFV), and Universidad Carlos III (UC3M).



JACOBO PÉREZ DEL PULGAR.

ECOSYSTEM DIRECTOR &
CO-FOUNDER OF **JUNGLE21**.

Over 15 years working on the bridge between technology, business, trends & creativity. Jacobo has designed brands, experiences, products, services, and campaigns for several companies such as, Google, Nike, KFC, SAP, Jose Cuervo, DIAGEO, BBVA, DIESEL, Movistar, Domino's Pizza, Mahou San Miguel or SONY in Europe, the USA & LATAM.

He is currently leading the ecosystem vision and strategy of Jungle21. Previously, he has led many other creative and design projects internationally in Barcelona, Madrid, Milano, Hamburg, Los Angeles, Mexico City, Tulum & Austin.

His work has been awarded in creative and marketing festivals such as Cannes, Eurobest, Ojo de Iberoamérica, NY Advertising Festival, WARC Awards, Best Awards, EPICA, The Drum, El Sol, FIAP, EFFIE Mexico, Eficacia, IAB Inspirational, and One Show.

Lecturer & speaker focused on innovation, creative marketing, digital strategy, design thinking & content at academies & universities such as MAS,, TAG, IED, Zink, INESDI and Neoland.



MARÍA DAVILA.

FINANCE DIRECTOR AT **JUNGLE21**.

With an Economics degree from the University of Vigo, María has more than 10 years of experience in administration and finance.

She developed a large part of her career in the automotive group (Grupo Copo), carrying out cost and profitability analysis.

After going through the controller department and taking over the administration department of one of the Group's companies, her obsession with continuous improvement led her to complete an Executive Master's degree in Accounting and Financial Management at EAE Business School.

María currently works as the Finance Manager of JUNGLE21.

COMPANY'S FUNCTIONAL ORGANISATION CHART (CONTINUED II)



ANA ZUMALACARREGUI.

GENERAL MANAGER AT TRUE & CO-FOUNDER OF JUNGLE21.

Ana Zumalacarregui is the General Manager of True. She has been working on amplifying creative campaigns for over 20 years for some of the most important brands and public institutions in Spain. With a BA in Journalism and Spanish, a minor in Philosophy, and a Master's Degree, she created True to bring together the best creativity with the most effective PR strategies and techniques in order to create meaningful and lasting conversations between the brands and their audiences, not only in the media. Ana has been a Jury Member at El Sol and Euroeffies and she is part of the Board of Directors of the Spanish Communications Association (ADC).



MARIO SÁNCHEZ.

GENERAL MANAGER AT REDBILITY & PARTNER AT JUNGLE21.

Mario Sánchez García is a partner at PS21 and one of the founders of Redbilty. Under his leadership, for more than 20 years, Mario has sought to build digital products and services created under methodologies focused on serving users and maximizing business objectives. During his professional experience, he has led accounts and projects for international companies such as, Indites, Roca, Acciona, Telefónica, Cepsa, Nestlé, etc.

He is a faithful defender of order and passionate about creativity and methodologies. Mario is a mentor in the education sector, being a powerful speaker at different schools and universities. For Mario, innovation must always be present on a day to day basis, he truly encompasses his maxim: "the only constant is change".



GERMÁN SILVA.

FOUNDER & CEO AT PINK, PARTNER AT JUNGLE21.

Acknowledged as one of the Top Spanish Creative Directors; notching up over 500 awards, including several Gold CannesLions, One Show Pencils, Clio, D&AD, etc.,

German has won 2 Grand Prix at the Efi Awards.

He has been jury in the world's top festivals, including CannesLions, Clio, AD Club NY, London IAA, c de c, El Sol, etc.

He headed up the teams (including a seat on their Global Creative Boards) at DMB&B, Young & Rubicam, Armando Testa and HAVAS where he held responsibilities as EVP of the whole group including Arnold, as well as holding responsibilities as European CCO.

German has held top global responsibilities for some of Spain's & Italy's biggest brands worldwide and his work is keenly related to the universe of fashion, luxury and premium brands.

In October 2010 he founded BÁRBARA & Co, Ranked TOP 1 Spanish Independent Agency in its first two years (Infoadex).

At the end of 2014, German leaves it to focus his energies on a revolutionary new creative project: PINK

PINK, born on August 2016, is a project-basis strategic & creative boutique that specializes in creating bold & high-value brand narratives, focused on the creative transformation of businesses and the creation of value.

COMPANY'S FUNCTIONAL ORGANISATION CHART (CONTINUED III)



**PAULA
MARÍN.**

**EXECUTIVE CREATIVE DIRECTOR
& HEAD OF ES3.**

After graduating in Advertising and PR, Paula started in the world of communication in Weber Shandwick agency, where she began to flirt with the digital world and the proto-social networks of the time. She continued her career in audiovisual production, to end up being part of a newly created agency, Estresarte Comunicación, in 2007. Since then, she has specialized in creativity and digital strategy, working for clients such as Google, Jazztel, Yoigo, Qualitas Auto, Correos, FOX, Ayuntamiento de Madrid, Warner Music and Amnesty International. Among the highlights are the launch in Spain of Google's social presence, for which she developed the company's strategy and role in the local market, the launch of the Pop Up Project of Google's digital training platform Actívate, and the inbound strategy for Disney's female channel, FOX Life.

She currently leads the team at ES3, the digital agency of the PS21 group, where she combines creativity with her knowledge of tools, formats, methodologies and platforms to create digital strategies and experiences, high performance campaigns, content planning and social media, always without losing sight of the results.

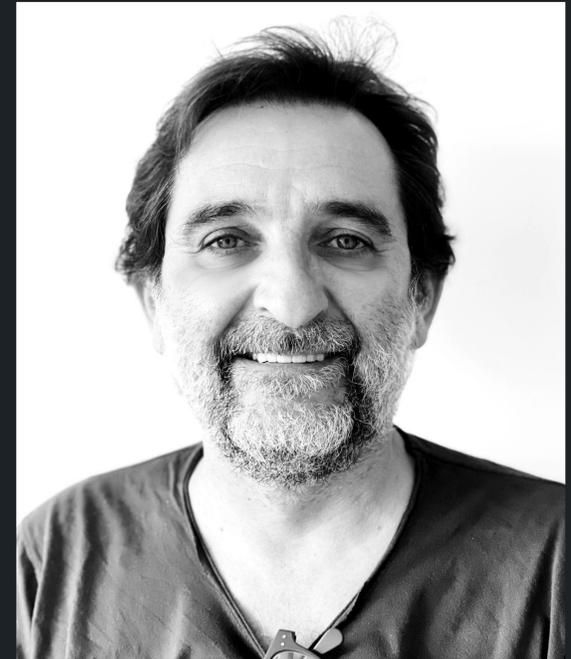


**STEF
SILVA.**

**CREATIVE DIRECTOR
& HEAD OF INVISIBLE.**

Stef Silva is head and creative director of Invisible, a research and design laboratory based in Madrid. She carries out her work through a critical approach as she explores the nature of business and design paradigms to anticipate future landscapes and understand the consequences they have on us, as a society and planet. Stef works with organizations helping them to manage complexity and transform by proposing narratives, strategies, services and brand experiences, based on the sensibility and creative processes brought by Design, Art and Future Studies with the aim of reshaping the business world.

In 2021 she was named one of the 40 most important futurists in Spain by Forbes Spain Magazine as well as having organized the PrimerEU19 international event on Futures Thinking. She participates as a lecturer in several educational projects in universities and design schools.



**ENRIC
NEL-LO.**

**CREATIVE DIRECTOR
AT FKC.**

Enric started as Art Director at Estudio Mariscal, working for the Barcelona's Olympic Games mascot, Cobi. After 10 years working on multidisciplinary projects, Enric co-founded CP Proximity/BBDO. During the years he was there, the agency was named "Creative Agency of the Year" for 3 times according to the Won Report. 9 years later he co-founded Shackleton's digital division where he was Executive Vice President. Shackleton was named Cannes Agency of the Year for three years in a row and took the top spot for Most Awarded Creative Director at the Cannes Festival.

In 2011 he became the CCO of Grey Spain, where the agency went from 14th position to 4th in customer satisfaction and was a member of the European board of the "Creative Council".

He is currently the co-founder of FCK, an agency integrated into the Jungle 21 creative ecosystem.

He has achieved more than 180 prizes in several Festivals such as Cannes, One Show, D & AD, Clio, Sol NY Fest etc, with 7 great prizes in different festivals.

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OUR PLANET:

BCORP & ESG STRATEGY.

It is our priority to become a pacesetter in the sector, especially in matters that concern the well-being of society as a whole, such as environmental and social governance.

To attain this aspiration, we have initiated the process to achieve B-Corp certification, as further detailed in section 3.8 of this Information Document. Certified B-Corporations are a new kind of business which balance purpose and profit. They need to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This qualification will certify that J21 is a member of a global community of leaders, which drives a global movement of people using business as a force for good.

Certified B-Corporations are conferred this status by the non-profit institution: B Lab. In order to achieve this status, companies should have; achieved a high standard of social and environmental performance as measured by the B Impact assessment, verified their scores through transparency requirements, and made a legal commitment to consider all stakeholders, not just shareholders.

To summarise, it will be certified that JUNGLE21 is a for-profit corporation with modified fiduciary duty standard, held to higher standards of purpose, accountability and transparency, and one which has internalized its duty to consider the best interests of employees, communities, customers and suppliers, as well as shareholders.

The process of achieving a B-Corp certification is quite extensive, ordinarily lasting around 8-12 months. The ecosystem expects to achieve this important milestone shortly after its shares join the market in Euronext Access. This certification will boost attractiveness to both prospective investors (including specialized funds) and prospective clients (including companies that already are, or plan to be, B-Corp certified).

The B-Corp movement is a product of a universal improvement in the understanding of economic behaviour. B-Corporations provide a significant novel opportunity for investors through a greater acknowledgement of the real drivers that motivate and excite people. In this way, B Corps could make even greater profits than other types of companies. According to CircleUp/Helio in "The Business Case for Caring-A Helio Analysis of Certified B Corps", 75% of B Corps are in and over the 90th percentile for brand performance, and enjoy a sales growth that is 3 times faster than non-B Corps in the consumer goods and services category.

According to Bcorporation.net, globally there are around 3,600 Certified B-Corps. Of all these, only 11 were publicly traded as of May 2021. This will make it so that JUNGLE21 is one of the few public equity investment options readily available for investors. Becoming a Certified B-Corporation will have the potential to increase access to capital, attracting impact investment capital and sustainability-linked forms of credit. This certification will also create an attractive investment opportunity for retail investors and conscious clients aligned with an ESG-focused mission and principles.

Additionally, we will attain potential enhanced brand equity, by joining other high-profile, highly respected leading companies, that are B Corps. Furthermore, B Corp status may help in the attraction and retention of talent, especially affecting high-value workers who want to work with meaning.

Aside from this certification, J21 plans on developing content for sustainable projects and platforms. With increasing scale and recognition, the Group will improve its ability to focus resources on projects that are most inspiring and aligned with its mission statement.

JUNGLE21

APPLIED CREATIVITY