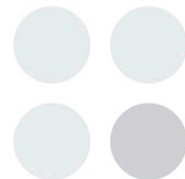


Credentials Document



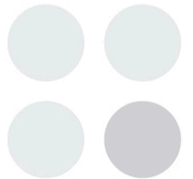
**“Be Brave, take risks...
Nothing can substitute Xperience”**

Paulo Coelho



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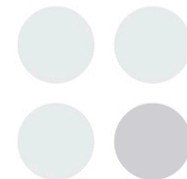
Credentials Document

Introduction

We thank you for the opportunity to submit our credentials. Our team has significant local and national experience.

We have a passion and drive to deliver on your every expectation. Our boutique approach will provide you with the personalized service levels your business deserves.

We take our commitment to our clients very seriously and we look forward to the opportunity of working together.



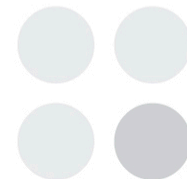
Credentials Document

History

“4Xperience” S.A. is mainly a Sports Marketing agency that has serviced a number of significant clients since 2011.

Founded by George Spyropoulos and George Zoumas, this vibrant agency has delivered exceptional service, creativity and results to many clients that have returned these in loyalty and preference.

The business has been intentionally kept small but still offers a wealth of Marketing, PR and Advertising talent. It has avoided becoming an ad factory, preferring to be a marketing and brand consultancy, built on the meeting of strategic and creative minds.



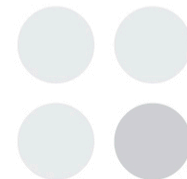
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Company Strengths

Our strength is our people. We are a dedicated and flexible team with a great track record. Our team is a combination of “in-house” resources and committed, “outsourced” free-lancers, which consists of strategy planners, account managers, creative thinkers, graphic designers, publicists, web designers & programmers, production specialists and “on-site” staff.

We specialize in Business Marketing via On-Site and Digital Activation. We provide a full range of strategic, creative, media and production services. However, we don't consider ourselves a conventional Marketing, Design, PR or Advertising firm.

We see our role as a Marketing and Business Partner to our Clients.



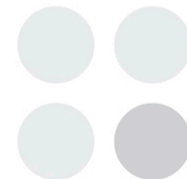


Credentials Document

Company Services

Our services include (but are not limited to):

- (Sports) Business Marketing
- Digital Marketing, (Social Media & Website)
- Event Planning & Management
- Promotional Services
- Public Relations
- Media Strategy and Planning
- Graphic Design
- Per Project Reports
- Web Advertising
- Website Design & Programming
- Social Media Design & Programming
- Mobile Apps. Design & Programming
- Newsletters



Credentials Document

Our Team & Outsourcing Partners

4Xperience has 4 staff. We believe this is the perfect size for an Athens Sports Marketing Agency and allows for personal service and the right mix of strategic and creative repower.

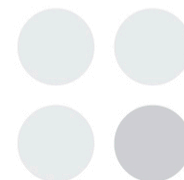
We have preferred supplier arrangements with certain promotional agencies, free-lancers, (photographers, designers & programmers) and production facilities. These are normally selected on the nature and size of the project or job and after obtaining competitive quotes.

Staff

Group Account Director – OnSite	George Spyropoulos
Group Account Director - Digital	George Zoumas
Senior Writer /Publicist	Hara Zouma
Financial Officer	Dimitris Mavroudis

Outsourcing Partners

Zuma Communications – Cambo Industries – New Advert – Xcubed – Tsalis Graphix among others



Credentials Document

Regarding Outsourcing Partners and Sub-Contractors

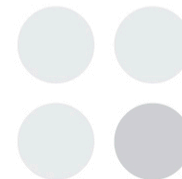
We do not have any specific sub-contractor arrangements in place and prefer to work with clients on the nature and size of their business, their expectations, preferences and budgets to match third party supply arrangements.

Our policy in regard to the management of outsourcing services is to obtain three quotes from our preferred list of approved suppliers. We select the supplier that we believe will do the best job at the best price, not just the lowest cost.

Our preferred supplier list is monitored regularly and reviewed periodically. They are monitored regularly for quality standards and reviewed periodically.

We are also happy to honor any arrangements or preferred suppliers, however we will always check quotes against our preferred suppliers.

In summary we like to use our industry experience and knowledge to select the best third party suppliers to meet client expectations.



Credentials Document

Our Experience

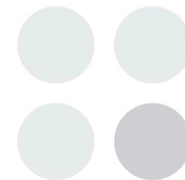
More than 15 years of continuous working experience in the field of Sports Marketing. Working at and with major Brands such as Olympiacos F.C., Hellenic Football Federation, Vodafone, Samsung, Emirates, Citibank, Bank of Piraeus, Diageo, Cadbury (Mondelez), Amstel, Pizza Hut.

Over the past 5 years we developed an expertise in Client serving and Strategic Sports Marketing Planning and Execution on both Digital and On-Site. Vodafone, Bank of Piraeus, Samsung, Sportingbet Amstel, are just a few of our key and on-going Clients whilst occasional opportunities have further enhanced our Portfolio.

How We Think

We like to explore new ideas, differentiate whilst applying efficiency and professionalism gained over years of experience, so as to bring our clients closer to their audience and get them to be remembered. We strive towards that direction with acknowledgment of current economic reality, clarity and honesty.

We deliver what we promise.



Credentials Document

Premium Clients

Vodafone Greece – 5+ years

Consulting Services, Match Day Stadium Activations, Sponsorships Monitoring, Event Management & Organization, Media Days Administration & Implementation, Social Media Marketing, (Contests & Apps.)

Piraeus Bank – 5+ years

Consulting Services, Social Media Marketing, (Contests & Apps. Graphic Design, Original & Exclusive Content Deliverance) Outdoor Branding

Samsung Electronics Hellas – 4+ years

Consulting Services, Match Day Stadium Activations, Sponsorship Monitoring, Web Design & Programming, Original & Exclusive Content Deliverance) Digital Marketing Planning

Sportingbet Greece – 2+ years

Consulting Services, Match Day Stadium Activations, Sponsorships Monitoring, Event Management, Outdoor Branding



Credentials Document

Case Studies

Amstel Beer – H.F.F. Euro 2012


Concept, Design, Development and Supervision of Amstel main campaign supporting their Sponsorship in the Greek National Football Team. For the 1st time in the History of National Teams – An innovative concept /technology, (worldwide patent). Setting up an Online mechanism leading to a peak Media Event Approximately 23.000 unique users /participations within 1 month!

NBA3X Tour – Athens, Greece

Acquire essentials, (technical infrastructure, branding materials, personnel, etc.) within the given budget - Organize & Administrate - Coordination among the Venue, the NBA, the Sponsor, (OTE TV) and the Athletes

Eza Premium Beer – HORECA and PAO B.C.

Provide main designs and prints supporting and promoting “Eza” premium beer brand, Sponsorship in Panathinaikos B.C. during HORECA, (exhibition concerning professionals from the Hospitality and Foodservice Industry – Organize & Administrate Autograph Session and Media Event – Social Media designs



Credentials Document

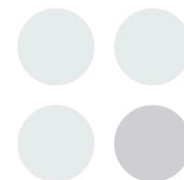
We would like to thank you for the opportunity to submit our credentials, we encourage any questions you may have.

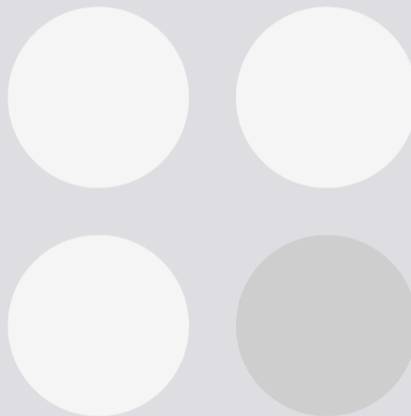
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