


Aeorema Communications plc

Investor Presentation

July 2023



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aeorema

communications plc

**A multi award winning,
purpose-led strategic
communications group**



**Offices in London,
New York and
Amsterdam**



FTE employees



**Combined operating
experience**

Who I Am
Steve Quah, CEO



Steve Quah
CEO

- A founder of Cheerful Twentyfirst.
- 30+ years expertise in live brand experiences
- The driving force behind the Aeorema's strong creative service ethos.
- **Vodafone, Google, KPMG, Clifford Chance, LG, Disney, BBC, News UK and Microsoft +++**



Profitable



**Record
Growth**



**Cash
Positive**



**Dividend
Paying**



**Highly
experienced
management**



**Market
Leading**



**Award
Winning**



**Net Zero
By 2030**





Strategy:

To continue our growth and strengthen our position as a leading fully integrated brand experience agency with offices in multiple key markets.



Culture Strategy:

To be the creative agency of choice for a diverse workforce across EMEA and the United States.



Commercial Growth Strategy:

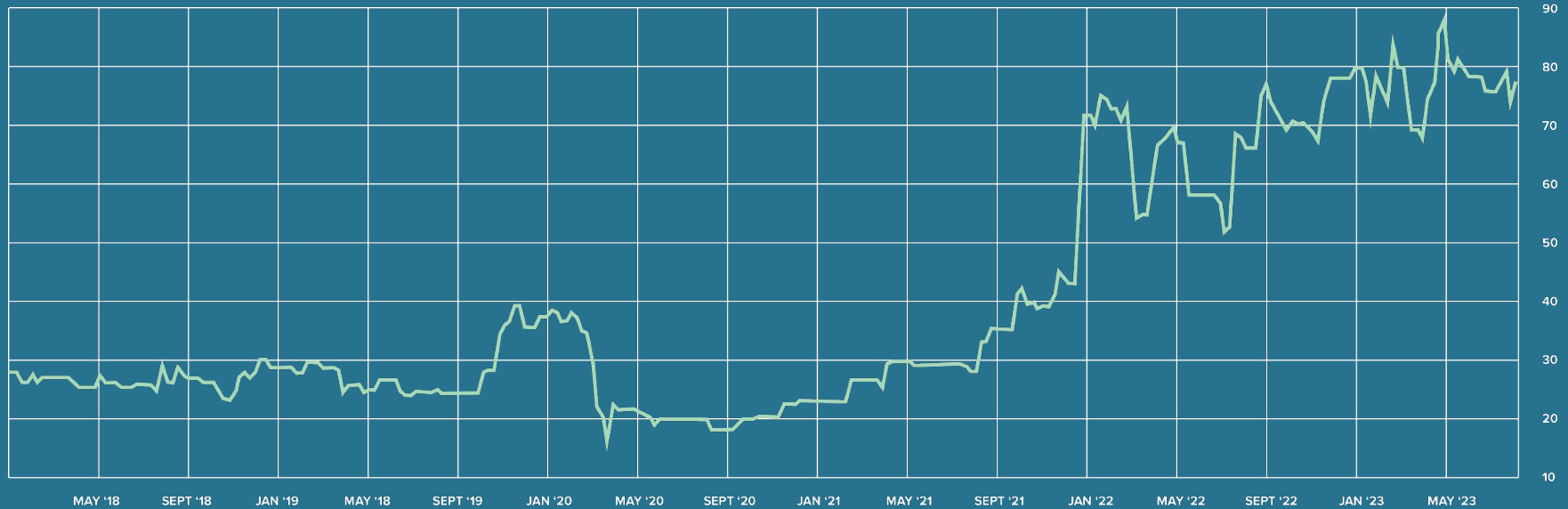
Continue global growth by attracting and retaining blue chip clients on long term, strategic consultative relationships.

AIM Ticker:
AEO

Share Price:
£0.81

Market Cap:
£7.73m

Year end:
30th June



The events industry is a high value global sector, and it's growing.

RIGHT NOW



UK
Events Industry



US
Events Industry



Global
Events Industry

2022 Statistics, varied sources.

Our Agencies



Our creative brand experience division

Strategy
Communications
Production & Events
Digital Solutions
Creative & Branding
Moving Image

London + New York City + Amsterdam

E V E N T F U L

Our events and incentives division

Venue Sourcing
Incentive Travel
Luxury Events
Event Management
Event Planning
Strategic Meetings Management

London + New York City + Amsterdam

Cheerful Twentyfirst is our creative brand experience division.

- Specialists in creating **engaging, immersive experiences and communications.**
- Strategy-led with unmatched creativity
- **London | New York | Amsterdam**

Logos removed

YouTube Unboxed Conference 2023

Our challenge was to create an immersive YouTube experience, co-hosted by Agencies, to build YouTube brand and product advocacy amongst client big spenders.

We used every wall, floor and roof available to take the audience on a distinct learning journey through unique and changing spaces.

- Four conferences, wrapped into one
- With 400 attendees
- Over two days
- **Total brand immersion.**







The Wall Street Journal CEO Council

A sophisticated, hybrid event that connected world leaders with CEO members— virtually and in-person.

Our fourth iteration of The CEO Council Summit, we helped facilitate a global conversation between senior editors and influential business leaders on the most pressing issues of the moment, that affect not only business but the world.

- 34 countries
- 250 c-suite and policy guests
- 3.5 hours average viewing time
- 1 custom platform integration







Our Agencies

Cheerful Twentyfirst @ Cannes Lions

Cannes Lions is the 'Oscars of the advertising world'.

The international festival brings together the brightest marketing minds, industry leaders, and creative visionaries from all corners of the globe.

Logo removed

Cannes Lions



Momentum & Growth

The material increase in group revenue has been achieved by securing contracts from both new and existing clients. We have invested heavily in our team, processes, and offices and I am hugely excited to see what the next financial year will bring for Aeorema as we build on the momentum, investment and growth we have experienced over the past few years.”

Case Study

Stagwell Sport Beach

Our challenge was to crystallise Stagwell as a leading marketing and comms group on a global stage.

From sand to stadium, our 322 capacity 'Sport Beach' brought fans out of the stands and into the game itself. The activation offered guests better-than-courtside access to a week long content and play program featuring the world's most renowned athletes.

- 5000 attendee's
- Over four days
- Unrivalled reach and RSVP across the festival





SPORT | BEACH

CANNES 2023

SPORT
|
BEACH

HOSTED BY TAGWELL

TAGWELL

SPORT
BEACH

SPORT |

BEACH
BEACH
BEACH
BEACH
BEACH
BEACH

HOSTED BY STAGWELL



SPORT/HCV

HOSTED BY STAGWELL

The Wall Street Journal Journal House

**A home away from
home for the world's
key decision-makers.**

An invite to Journal House has long been revered as a premium invitation at Cannes Lions. We were challenged by The Wall Street Journal to deliver our legacy project on the pier for its final year.

- 1,100 total attendees.
- 18 events across a week-long programme.
- 805% RSVP rate on key sessions







THE WALL STREET JOURNAL.

JOUR
HOUSE

WSJ



Our Agencies

Cheerful Twentyfirst @ Cannes Lions

We're the brand experience agency bold brands turn to.

One stream of our growth strategy will capitalise on our Cannes Lions foothold by modelling activation services across global marketing tentpole events.

Logos removed

Growth Opportunities

Additional marketing tentpoles support organic opportunities for global expansion

- Barcelona
- Las Vegas
- Austin
- Cannes
- Hamburg
- Farnborough
- Cologne
- Toronto



Who I Am
André Shahrdah



André Shahrdar
President, Cheerful Twentyfirst Inc.

Welcome to our US President, André Shahrdar, who will lead our growing team in the U.S.

- More than 25 years of agency and brand side experience.
- Agency experience at two top tier Experiential Agencies, BKA and FIRST, leading Business Development and Strategy.
- **Exceptionally placed** to continue domestic growth in North America.

EVENTFUL

- Eventful is our boutique **events and incentives** division
- Specialists in global reward and incentive programmes, venue sourcing, event management and luxury experiences.
- A high touch service, highly respected within the events industry and built on a strong foundation of supplier relations.
- **London | New York | Amsterdam**

Logos removed

EVENTFUL

- Shared client synergies and opportunities
- **Four** net new logo clients FY23
- Increases in growth for **both** commission based business (venue sourcing) and fee based business (event management/incentives)
- Fantastic momentum and live opportunities for cross agency pollination in FY24

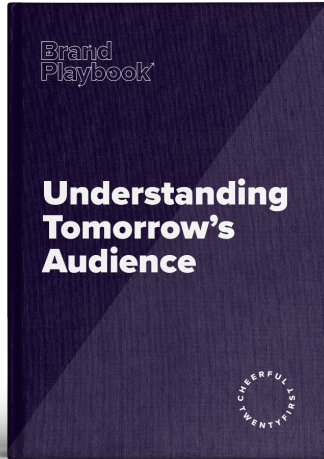


Industry Leaders, In Actuality

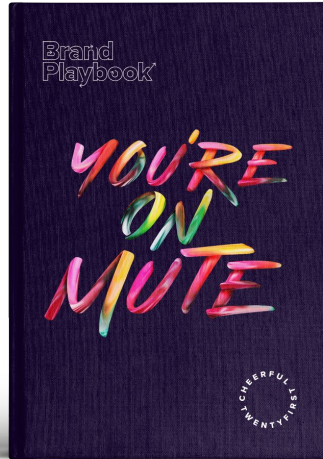
Thought Leadership

Driving continued support and added value for existing and prospective clients

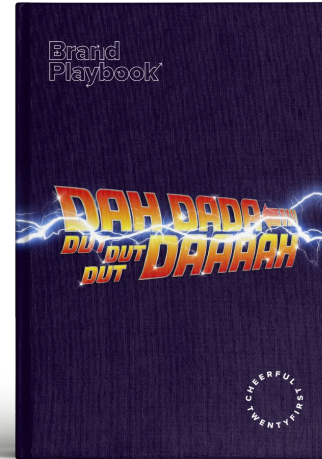
2020



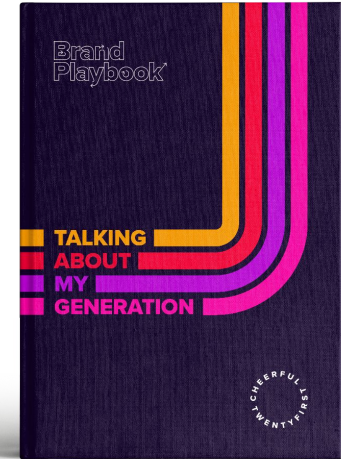
2021



2022



2023



Thought Leadership

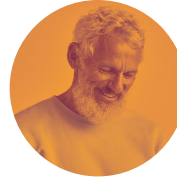
Driving continued support and added value for existing and prospective clients

2023 Brand Playbook: Talking About My Generation

Our white paper shows how event marketers can use **generational intelligence** as a tool to improve audience engagement at their events.

- Insights delivered at New York and London client events, including dedicated presentations for tier one account Google
- 80 brand-side global downloads
- 75'000+ reach via supporting social and PR campaign

[Download here for more.](#)



Baby Boomers

1945 - 1965



Generation X

1966 - 1980



Millennials

1981 - 1995



Generation Z

1996 - 2010

Operationally Carbon Neutral Since 2019

We partner with **PlanetMark** to complete an annual audit, and to ensure highest quality data capture and airtight reporting.

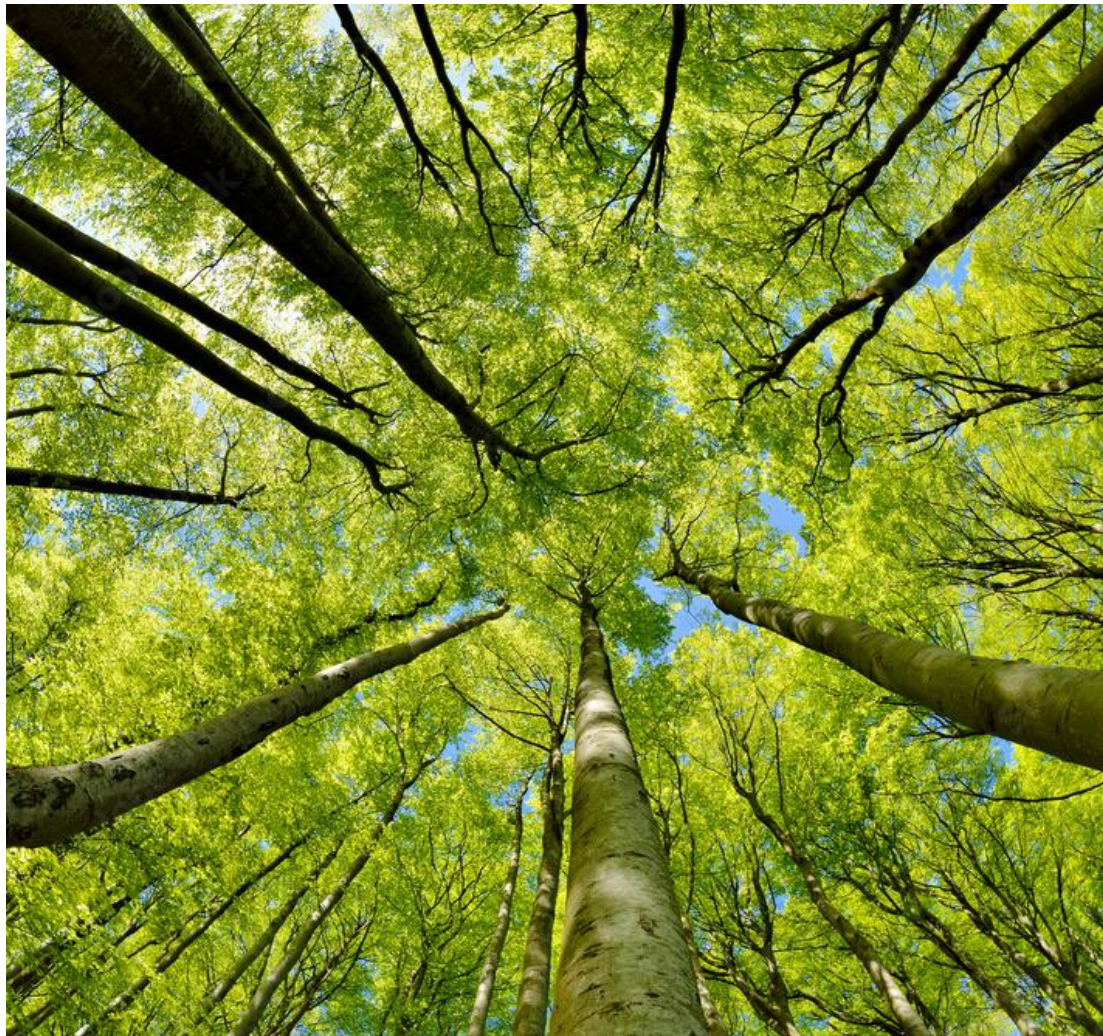
- We understand our global footprint and where we can make greener efficiencies.
- **Most recently, London office moved to renewable energy.**
- All operational measured CO₂e since **2019** has been offset using Gold standard credits through **Carbon Footprint.**



Roadmap to Net Zero Environmental Best Practice

It's not just an internal initiative. We've also launched a project-based reporting and reduction initiative to support clients on their own path to greener events.

- Client demand
- Growing regulation and legislation
- Employee demand and company culture



Global Awards Cheerful Twentyfirst



Grand Prix 2023



Creative Team of the Year 2023



Best Agency
2023
(highly commended)



Best Product Launch
Event 2023



Best Creative
Concept 2023



Global Agency of the
Year 2022



Best Content
Campaign
2022



Best Place
to Work
2022



Best Agency
(over 40)
2022



Creative Team
of the Year
2019, 2020, 2021, 2022



Best Audience
Engagement
2021



Best Venue
Experience
2020



Best Brand
Amplification
2020



Best Visual
Spectacular
2020

Financial Summary FY 22-23

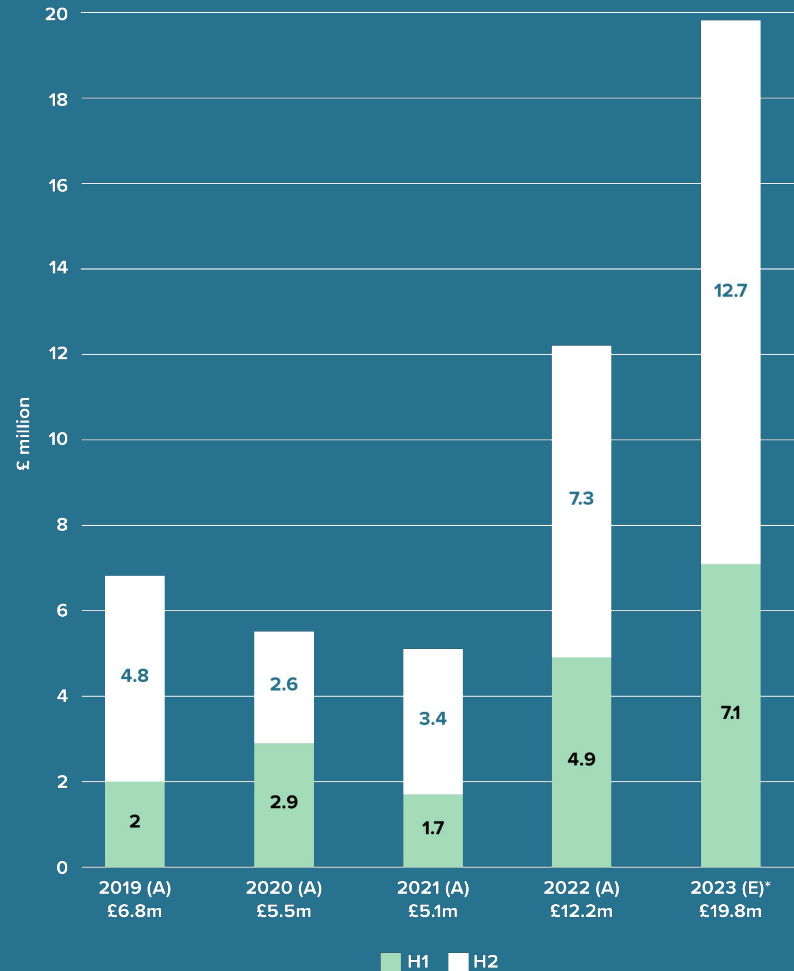
Summary - Tuesday's End of Year Trading Update Momentum

- **Record revenue:** FY2023 revenue expected to be no less than £19.8 million* (2022 audited: £12.2 million).
- **Increased profitability:** FY2023 profit before tax expected to be no less than £950,000* (2022 audited: £844,000).
- **Strong cash position:** Cash balance at year end of £2.4 million* (2022: £1.7 million).
- **Dividend Payment:** Expected increased dividend payment subject to audited results.
- **Outlook:** Strong momentum anticipated through 2024 to produce another successful year.
- **Continued integration** of New York and London offices, as well as expanding presence in North American market.
- **New major client:** Stagwell Inc.
 - A NASDAQ listed, multi-billion-dollar challenger in the marketing network, on a unique brand activation 'Sport Beach' at Cannes Lions International Festival of Creativity 2023.
- **Multiple award wins, including Grand Prix.**
- Impact of the Global Pandemic now in the rear-view mirror and capitalising on post-pandemic growth.

*Expected, subject to audit

Aeorema Communications plc

Revenue



*Expected, subject to audit

Aeorema Communications plc

Summary Financials

Year	2019(A)	2020(A)	2021(A)	2022(A)	2023(E)*
£'000	£	£	£	£	£
Revenue	6,765	5,475	5,095	12,207	19,800
Profit / (loss) before taxation	375	(218)	(160)	844	950
Year end cash	2,211	1,721	1,102	1,714	2,400

*Expected, subject to audit

Now And The Future

Our continued growth plan

FY2023

- Attracted key senior talent to grow significantly in the US and build our account team.
- Continued **development of high level, long term client relationships globally**
- Opened in Amsterdam
- Eventful profitable and growing
- Continued return on our **strategic consultancy** offering to clients via our **Brand Playbook** insights program, which is starting to gain industry recognition.
- Further developed best in class **sustainability and diversity** initiatives for the business.

FY2024

- **Next phase** investment in **NYC office** and US based “local clients”
- Ongoing investment in “back end” for IT, Operations, Finance, HR and talent training.
- Explore **M&A** opportunities case by case.
- Continue growth of long term client relationships, **multi year contracts**.

FY2025

- **Expansion of global footprint** in EMEA and expanded territories in North America beyond NYC
- Develop additional revenue streams and specialisms
- Integration into Aeorema Communications plc of potential acquired businesses



Profitable



**Record
Growth**



**Cash
Positive**



**Dividend
Paying**



**Highly
experienced
management**



**Market
Leading**



**Award
Winning**



**Net Zero
By 2030**



Appendix

Who Are We The Board



Andrew Harvey
Managing Director



Steve Quah
CEO



Mike Hale
Non-Executive
Chairman



Richard Owen
Non-Executive
Director



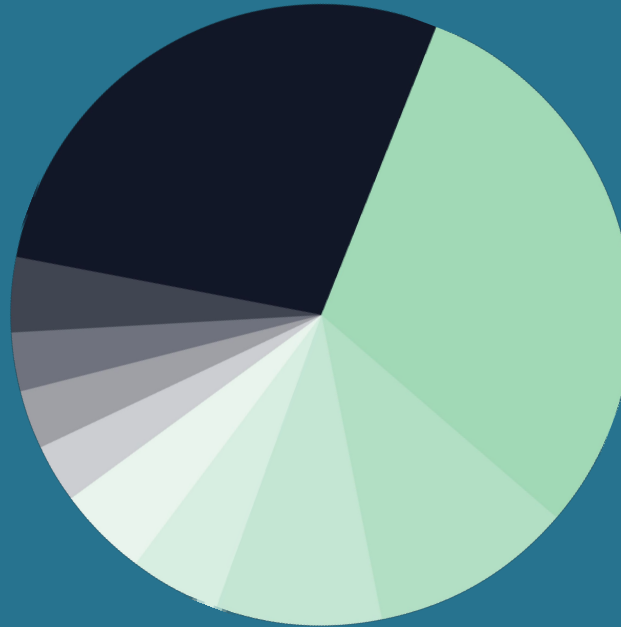
Stephen Haffner
Non-Executive
Director



Hannah Luffman
Non-Executive
Director

Aeorema Communications plc Shareholders

Mark Lauber	3.28%
Alan Charlton	2.96%
Jonathan Curry	3.09%
Brian Smith	3.15%
Barnard Nominees Ltd	4.56%
Stephen Perring	4.98%
Brian Geary	8.45%
Jonathan Hicking	7.54%
Others	30.88%



Directors	30.52%
Michael Hale	19.87%
Steve Quah	7.56%
Andrew Harvey	1.47%
Richard Owen	1.36%
Hannah Luffman	0.13%
Stephen Haffner	0.12%

C&IT Awards Global Agency of the Year



Creative Team of the Year





Micebook Awards Grand Prix 2023

- + Best Creative Concept
- + Best Product Launch
- + Best Agency (Highly Commended)



C&IT Awards Best Place to Work



Thank You

[Aeorema.com](https://www.aeorema.com)

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London + New York

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