

MY SPECTRUM.

WINNING TOGETHER



COMPANY PROFILE





We aspire to be the leading growth partner for business enterprises across the South East Europe, Middle East and Africa regions by inspiring trustful and engaging partnerships that create lifetime value and impact.

VALUES

LEADERSHIP to shape the future.

PASSION we win with our hearts and minds.

ONE TEAM we do and win as ONE.

COLLABORATION leveraging the collective genius.

COMMITTED to strive for the long term.

MISSION



To provide One-Stop business solutions through a highly connected service model, delivering end-to-end growth support.

MY SPECTRUM.



ADVANTAGE



EXPERIENCE

We bring the power of global talent and best practice together with the power of unmatched local networks and know-how.

100+

Brand Experience



ACTIONABILITY

Delivering relevant, actionable and exponentially long term added value.

50+

Country Experience



FLEXIBILITY

Offering flexible, tailor made, win-win, performance based compensation models.

500+

Partner Project Experience



PARTNERSHIP

Creating long-term Value-based partnerships.

MY SPECTRUM.

WINNING TOGETHER

“We believe in breakthrough performance and the magic of a sound Marketing Strategy that builds and drives resilience in Brands.

My colleagues and I share a common vision to leverage our experience in order to help business organizations & enterprises reach their fullest potential while making sure that like-minded, seasoned professionals around the world join us with a promise of freedom to do great work and ability to make an impact in their local communities.

We want our business model to inspire the highest of professionalism, provide maximum flexibility with impact while delivering a one stop solution for our client partners.

I welcome you to the world of My Spectrum, a collective genius ecosystem ready to deliver winning, hands-on solutions tailored to your needs.”



Nassos Lezos

**CEO & Managing Partner
MY SPECTRUM. International**

MY SPECTRUM.

WINNING TOGETHER

“Africa is endowed with an abundance of both human talent and natural resources. However, Africa’s development still leaves a lot to be desired in terms of the contribution of its resource endowment in generating wealth for its citizens.

My Spectrum Africa (MSA) strives to tap into Africa’s productive capacity, combining the human talent pool with productive ability that will increase commercial benefits and add value to business enterprises, in order to make a material difference to the continent’s long-term business performance.

MSA will achieve this by bringing its international corporate exposure and standards, leveraging competencies and collective genius, to bridge the gap between capital investment and human capital to create local solutions.”



Lionel Marumahoko
Managing Partner & Chairman
MY SPECTRUM.Africa



MY SPECTRUM.

ABOUT US.

We are Solutionists and Connectors

Connecting the right strategy, tools and networks to our client's needs, providing a one stop solution via hands on engagements. Delivering end-to-end growth support across the different phases of our clients' journey via a highly integrated service model.

We are Value Catalysts

Igniting and fueling value across the stakeholder chain of our client partners:

Customer Value: Bringing FMCG consumer and customer centric capabilities across industries, crafting a distinct and unambiguous value proposition, delivering on experiences that go well beyond traditional interactions.

Organizational Value: Working together with our clients to build best in class organizational transformation delivering best capabilities for best service, viable integration and growth, building the business of tomorrow today.

Investor & Shareholder Value: Reinventing and transforming business investments into customer driven viable returns.

OUR BUSINESS MODEL

Our business model is a Partner based model which drives Growth Strategy, Organizational Transformation and Business Development initiatives while tapping into necessary in-depth discipline and industry expertise as required via our local, regional and international Affiliate Partner network.

Our group of Companies ensure a ***one stop solution*** with ***integrated services*** running seamlessly from Strategy to Execution.



AT A GLANCE

100 +

BRAND EXPERIENCE



20 +

COUNTRY EXPERIENCE



15 +

INDUSTRY EXPERIENCE



200 +

PROJECTS



MY SPECTRUM.
WINNING TOGETHER



MY SPECTRUM.

The client's right to growth.

We believe that the increasing complexity of today's business world presents challenges, but also a wide range of opportunities to drive both Top line and Bottom line business growth.

The power of experience.

We bring the power of global talent and best practice combining a broad expertise of global trends and hands on experience in over 60 countries together with the power of unmatched local networks and know-how.

The passion of hands-on actionable solutions.

Delivering relevant, actionable and exponentially long term real added value – Not recommendations & White Papers. We do not “Advise & Go.” We provide you with a realistic actionable plan and then we turn the plan into reality.. We are not just Strategy – We are Strategy AND Operations.

The flexibility of performance.

Offering flexible, tailor made, win-win, performance based compensation models, aiming to create long term value based partnerships.

HOW WE WORK.



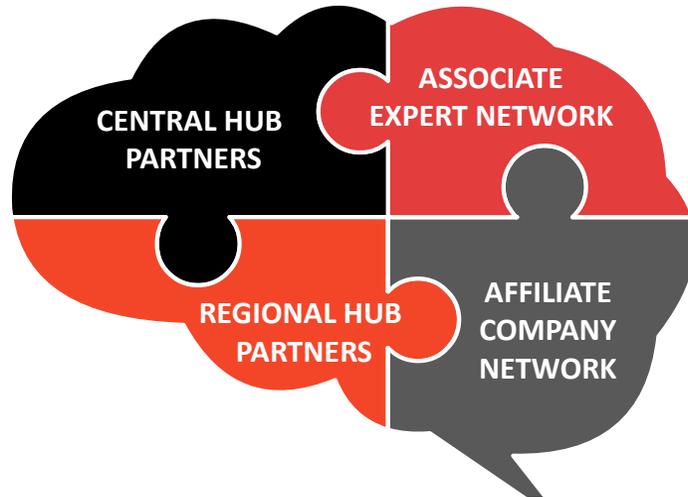
**Delivering on a holistic, 360
& strategic approach
tailored to your enterprise
growth agenda.**



AN ECOSYSTEM OF CAPABILITY

ABOUT US.

Tap into a collective genius ecosystem ready to deliver winning, hands-on solutions tailored to support your business growth journey.



- ✓ The **POWERFUL FORCE** of the Expert Networks.
- ✓ The **DEPTH OF KNOWLEDGE** by the Specialists.
- ✓ The **ABILITY TO SEE THE FULL PICTURE** by the Generalists.

MY SPECTRUM.

OUR COLLECTIVE GENIUS.

CENTRAL HUB LEADING PARTNERS – A pool of senior, seasoned and highly experienced professionals coming from a variety of disciplines having held key management positions in multinational organizations for over 20 years. They are responsible for functional strategy and industry insights, governance, sharing of best practices, providing Functional Expertise high level support to regional/local team engagements.

REGIONAL HUB PARTNERS & ASSOCIATE PARTNERS – A pool of experienced executives recruited at the local market/region level that drive local insights and market know-how coming from a variety of disciplines. They are entrepreneurial, passionate and driven by results.

ASSOCIATE EXPERT NETWORK – Our active network of industry experts that are brought into project engagements offering specialized expertise and in depth industry understanding and know how.

AFFILIATE COMPANY NETWORK – Our ever growing network of Affiliated Company Partners engaged to play a key role in strategy implementation, project execution, brand activation and experience. Their engagement ensures appropriate focus into the latest communication and marketing technologies and at the same time seamless alignment between Strategy and Execution via one stop solutions.

In their search for **growth and optimization** businesses turn to Consultants for a fresh perspective and effective diagnosis. However, businesses today seek **more than advice**. They want **actionable insights** and are looking to **solve problems** – in most cases related to not performing business models in need of transformation in order to deliver growth. They are looking for partners that **share the pain and gain** along their growth and transformation journey that help them not only implement the required changes but also to facilitate their learning curve.

We are not your typical Consultancy Agency. We strive to establish win-win partnerships and offer hands-on tailored solutions. Working with us means:

- ✓ **Hands-on** engagement mindset with **high impact**
- ✓ Tailored to your needs **one-stop solutions**
- ✓ Flexible, win-win and **competitive engagement pricing** as our business model is not based on a high overhead structure
- ✓ **Experienced resources** on the ground working with you hand by hand adding capability capacity to your organization
- ✓ **Actionable** deliverables that bring value and know-how transfer
- ✓ Ability to unlock local stakeholder **networks**

KEY DIVISIONS

CONSULTING – Driving business growth, strategy, organizational development and business transformation.



1

CONSULTING

ASSETS – Proprietary know how in driving growth and generating incremental revenue streams.



2

ASSETS

MY SPECTRUM.
WINNING TOGETHER

**COMPANY
PROFILE**

1

**CONSULTING
DIVISION**

*Driving business growth, strategy,
organizational development and
business transformation.*

Make it happen.

Winning together.

Get your organization to the **“next level”** of performance by tapping into a new pool of capability resources with experience, passion and hands-on attitude.

CONSULTING SERVICES.



GROWTH & BUSINESS
TRANSFORMATION



MARKETING STRATEGY &
BRAND DEVELOPMENT



COMMERCIAL STRATEGY
& SALES EXECUTION



SHOPPER
MARKETING

We believe in **breakthrough performance.**

Unlocking value and growth potential by delivering **hands-on** insights and customized solutions needed to guide enterprises through their transformation journey into becoming high performance organizations.

- ### CONSULTING SERVICES.
- ✓ Operating Model & Organization Design
 - ✓ Capability Development
 - ✓ Talent Recruitment & Executive Coaching
 - ✓ Stakeholder Relations & Network Development
 - ✓ Growth Strategy & Business Development
 - ✓ Business Process Reengineering
 - ✓ Digitization Strategy & Solutions
 - ✓ Change Management



GROWTH & BUSINESS
TRANSFORMATION

We are **Marketing Believers** and cherish the power of well-crafted Brands.

Our extensive Marketing experience allows us to generate impactful Brand Strategies from Brand Positioning to Brand Experience.

✓ Brand Innovation & Launch Strategy

✓ Customer Experience Strategy & Tools

✓ Digital Marketing

✓ Marketing Plan Development

✓ Brand Architecture & Brand Development

✓ Portfolio Management

✓ Customer centric Brand Strategy

✓ Consumer & Customer Insights

CONSULTING SERVICES.



MARKETING STRATEGY &
BRAND DEVELOPMENT

We believe that the key to a successful Strategy is **Execution**.

Delivering sustainable revenue growth, at scale, requires disciplined sales execution guided by a clear Commercial strategy framework. Strategy focuses on doing the right things; Execution focuses on doing things right. This is the essence of execution:

Sales Results = (Quality of the Plan) X (Effectiveness of Sales Execution)

✓ Brand Innovation Strategy

✓ Sales Execution Tracking Tools

✓ Sales Force Management Strategy & Tools

✓ Sales Capability Development & Tools

✓ Customer & Channel Strategy

✓ Customer & Channel Segmentation

CONSULTING SERVICES.



COMMERCIAL STRATEGY
& SALES EXECUTION

We believe in the **power of the Shopper** to drive Brand equity and Profit.

We leverage a shopper value based approach to Portfolio Planning and retail Sales Execution for optimum sales results.

CONSULTING SERVICES.

- ✓ Shopper Insight Generation
- ✓ Strategic Pricing & Promotional Strategy
- ✓ Shopper Activation Picture of Success
- ✓ Category Management & Retail Activation Tools
- ✓ Shopper Communication Strategy
- ✓ Occasion Based Marketing



SHOPPER
MARKETING



MY SPECTRUM.

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**COMPANY
PROFILE**

2

**ASSETS
DIVISION**

Proprietary know how in driving growth and generating incremental revenue streams.

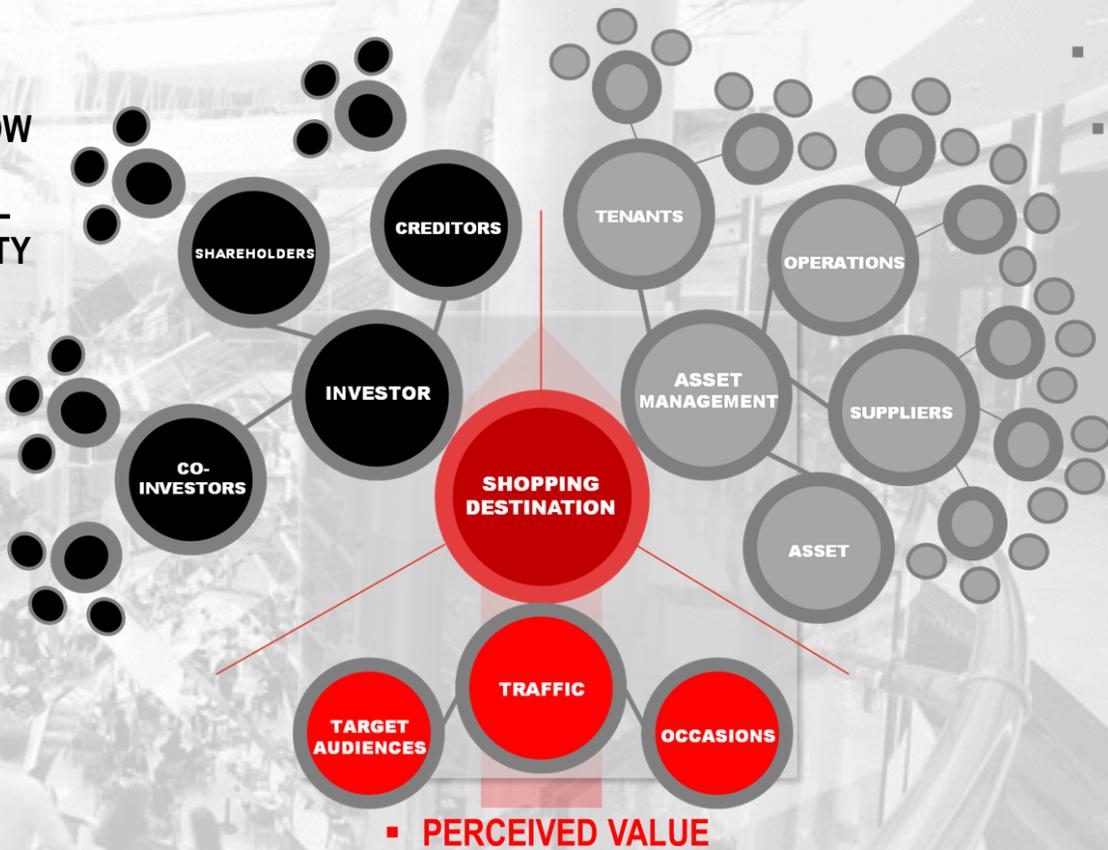
WE UNDERSTAND THE VALUE DRIVERS ACROSS THE SHOPPING CENTER VALUE CHAIN.

WE ARE ASSET VALUE CATALYSTS:

Igniting & fueling viable value across the stakeholder chain of a destination venue.

MY SPECTRUM.

- ROI
- CASH FLOW
- FINANCIAL FLEXIBILITY
- ASSET EQUITY



- TURNOVER
- WORKING CAPITAL
- PROFIT
- EFFORT RATIO

MY SPECTRUM.

CONSUMER VALUE

Crafting a distinct and unambiguous customer-centric value proposition and brand promise delivering on experiences that go well beyond traditional shopping.

TENANT VALUE

Connecting consumers' individual and collective values and aspirations with sellers' collective engagement space offerings.

INVESTOR VALUE

Reinventing Shopping Centers and transforming destination investments into consumer-driven viable returns.

**GUIDED BY OUR 3V PERFORMANCE
POINT OF VIEW.**



Unlock Peak Performance.

Winning together.

From property to lifestyle destination Brands.

We reinvent and transform destination venue investments into **customer driven viable** long-term returns.

ASSETS SERVICES.



GROWTH STRATEGY



ASSET BRAND DEVELOPMENT



MARKETING MANAGEMENT



SPONSORSHIP MANAGEMENT

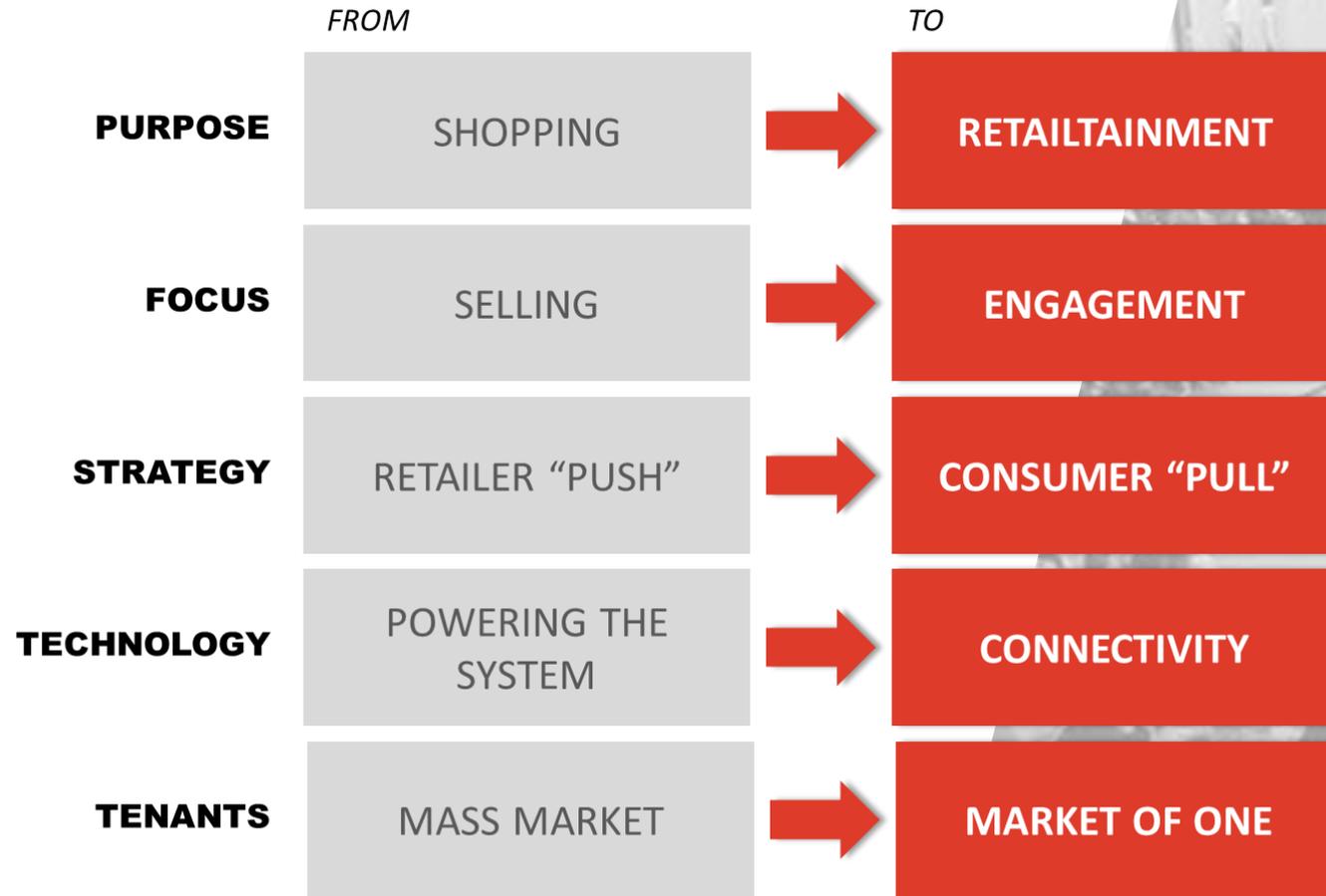


LEASING SERVICES



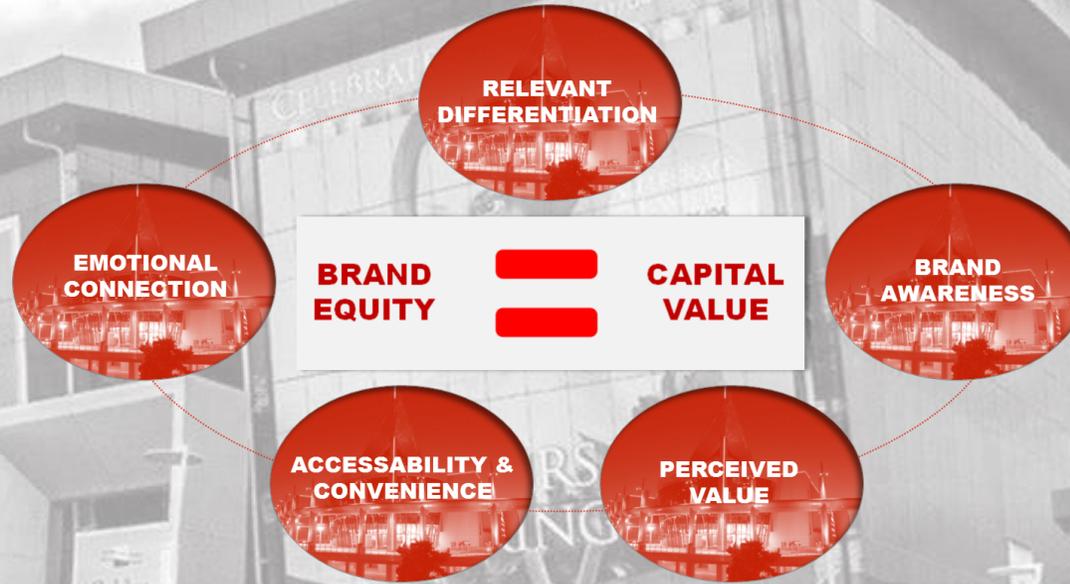
MANAGEMENT SERVICES

**REINVENTING THE SHOPPING DESTINATION MODEL:
EMBRACING A CONSUMER CENTRIC FUTURE.**



**DELIVERING BRAND DRIVEN CAPITAL VALUE BY
ACTIVATING ACROSS THE 5 DRIVERS OF BRAND EQUITY.**

**WE TURN
SHOPPING
CENTERS
INTO
CONSUMER
LOVE
BRANDS**



360 Marketing Approach

- ✓ Awareness
- ✓ Footfall
- ✓ Dwell Time
- ✓ Engagement
- ✓ Occupancy
- ✓ Vehicle Traffic
- ✓ Rent Income
- Optimization
- ✓ Arrears
- Minimization
- ✓ ROI

MY SPECTRUM.

- ✓ **New Revenue Streams**
- ✓ **Non GLA Productivity**
- ✓ **Dwell Time**
- ✓ **ROI**

**TRANSLATING
FOOTFALL
INTO CURRENCY
AND TURNING
SHOPPING CENTERS
INTO
ADVERTISING
MEDIA**

MY SPECTRUM.



Innovative Leasing & Sponsorship Concepts



Unmatched Advertiser Brand Networks



Proven Performance Track Record



Marketing Sponsorship Recruitment



End to End Sponsorship Management



Sophisticated Reporting & Tracking Tools



**TRANSLATING
FOOTFALL
INTO CURRENCY
AND TURNING
SHOPPING CENTERS
INTO**

**ADVERTISING
MEDIA**

CLIENT PORTFOLIO OF DESTINATION ASSETS.



MY SPECTRUM.

WINNING TOGETHER



**CONTACT US AND FIND OUT TODAY HOW WE CAN ADD
VALUE TO YOUR BUSINESS GROWTH NEEDS.**

E: info@my-spectrum.com