

IN-STORE  THIS MONTH

Special 20th Anniversary Issue

20 | 18

YEARS

**ANNIVERSARY
CELEBRATION**

Celebrating 20 Years

1998. It was the year Europeans agreed on a single currency, and the Nokia 5110 was the world's best-selling mobile phone. It was also the year that our company, POS Media Group, was founded.

Looking back at our time in business, it has been an incredible journey. What started as a small office in Prague with only two people is now a pan-European operation located in 6 countries with 250 full time employees and a similar number working freelance. Over the past 20 years, we've delivered thousands of in-store campaigns and field marketing promotions for some of the world's biggest brands and partnered with Europe's largest retail chains.

But our success would not have been possible without the support of our brand clients and retail partners. Their demands, challenges, and feedback pushed us to continuously improve our products and services. As we celebrate this important milestone, we say "Thank you" to all our clients and partners, both past and present.

The Next 20 Years

While we've enjoyed taking a look back, we're already looking forward to shaping the next 20 years of our history. We are therefore pleased to announce a new strategic partnership with Omni Marketing Global, a leading full-service partner in effective shopper marketing solutions working directly with leading retailers and marketers across Asia Pacific. Founded in 1993, Omni Marketing Global Asia has built a profound understanding and valuable knowledge of the international retail industry, its markets, and shoppers.

With POS Media being the European market leader together with Omni Marketing Global as the Asian market leader we will combine the best of two continents. As such, POS Media will be able to offer additional retail solutions that increase market share, boost sales and, ultimately, provide brands with profitable growth. Through proven, effective, and precise means, we will help our clients better attract shoppers and build brand loyalty.

"Our partnership with Omni Marketing Global will bring many new retail offerings that have never been seen before in the European market," said Richard van het Bolscher, CEO of POS Media Group. "I look forward to sharing exciting new developments with our clients and retail partners in the coming weeks and months."



Pride in Our People

Basketball legend Michael Jordan once said that "talent wins games, but teamwork wins championships." Over the past 20 years, POS Media has built some of the best teams in our industry, and we are grateful to work with such an incredible group of passionate and caring people. Without them, we would not have made it this far. And only with them can we look forward to another 20 years of success.

Spotlight on Hungary

Our office in Budapest, Hungary opened its doors in 1999 and provides award-winning retail media services to both local and international brands. Last year, they took home three top prizes from the POPAI Hungary Awards for their innovative work for Libresse, Oreo Double, and Milka Waves.



But their creativity doesn't stop there. In 2017, the team took advantage of an office move to design one of the most creative office spaces in our network. From swing sets to chairs made from shopping trolleys to a bright red London telephone booth, the team created a unique space that energizes, encourages collaboration and inspires our people to do their best work.



HUNGARY: promotions for Milka and Emmi, campaigns for Sunlight and Coca-Cola

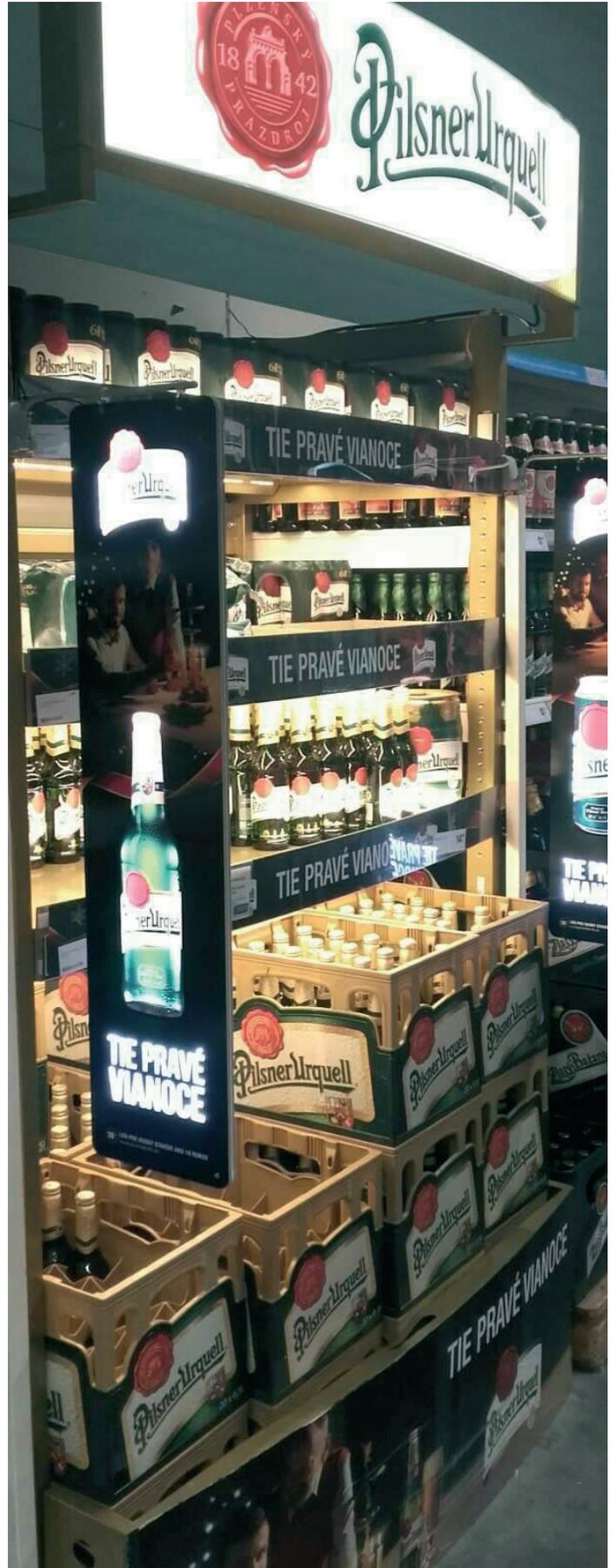


CZECH REPUBLIC: promotion for Baby Bel, campaigns for Magnum and Tullamore Dew



SLOVAKIA: campaigns for Birell and Pilsner Urquell, promotion for Orbit

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POLAND: promotions for Natura and BIC, campaigns for Danonki and Bobovita



RUSSIA: campaigns for Cinzano, Mondoro and Alpen Gold

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UKRAINE: campaigns for Molokiya, Coca-Cola and M&M's

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