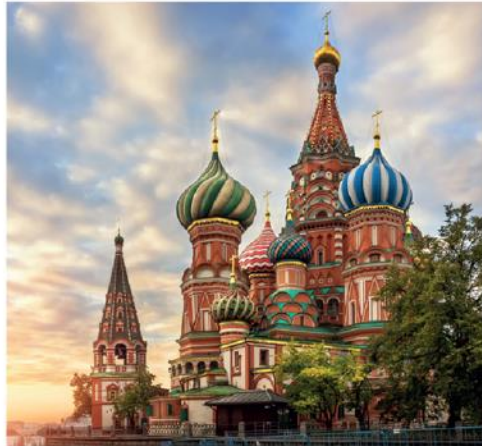




WE ARE UP!





up! strategy to action

up!

IS AN INTERNATIONAL
INDIPENDENT COMPANY
LEADER IN ACTIVATION
MARKETING.

40

YEARS of
EXPERIENCE

up!

CORPORATE VALUES

PASSION

TRANSPARENCY

RELIABILITY

up! IS STRATEGY & CREATIVITY TO ACTION !



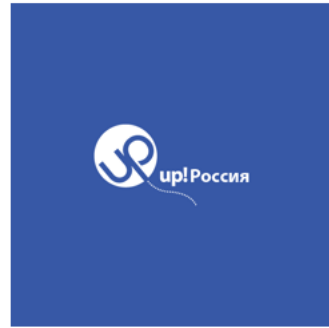
GETTING down

LOOKING up!

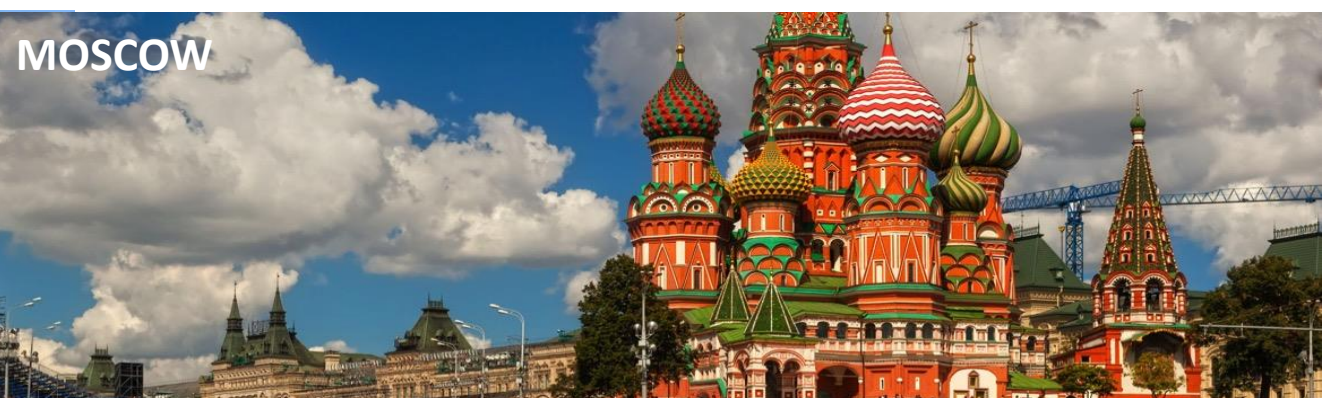


from territory
TO INSPIRATION

GROUP OF COMPANIES



5 OPERATIONAL HUBS



WAREHOUSE FOR LOGISTICS AND STORAGE

VOLPIANO (TURIN) 15.000 MQ



up! strategy to action

Logistic & warehousing space



UP! GROUP 2018

€38+

mIn REVENUES

656

EMPLOYEES

€8,2

mIn GROUP CAPITAL

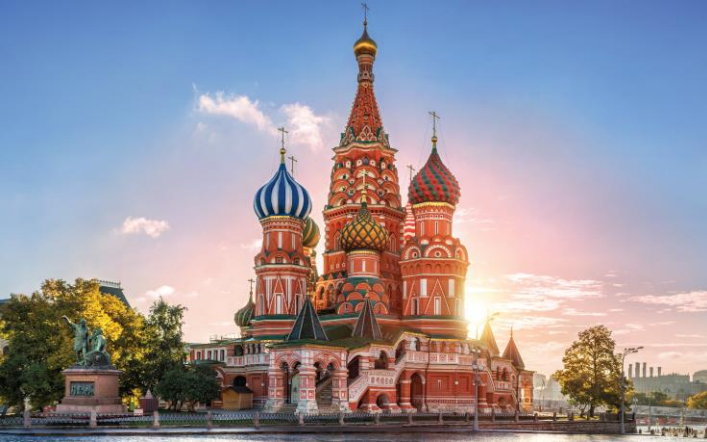
UP! RUSSIA 2018

₽1,5

mIn REVENUES

265

EMPLOYEES



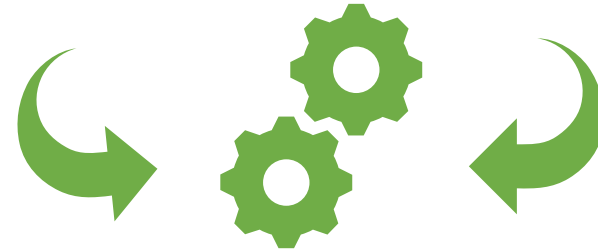
Up! Russia (Russian legal entity) is owned 100% by UP! Italy.

UP! Russia is present in the Russian market since 2012.

Right now we have 7 branches with about **50 employees** (office staff) and more than **200 field staff** working every day.

VALUE PROPOSITION

INTERNATIONAL
EXPERIENCE



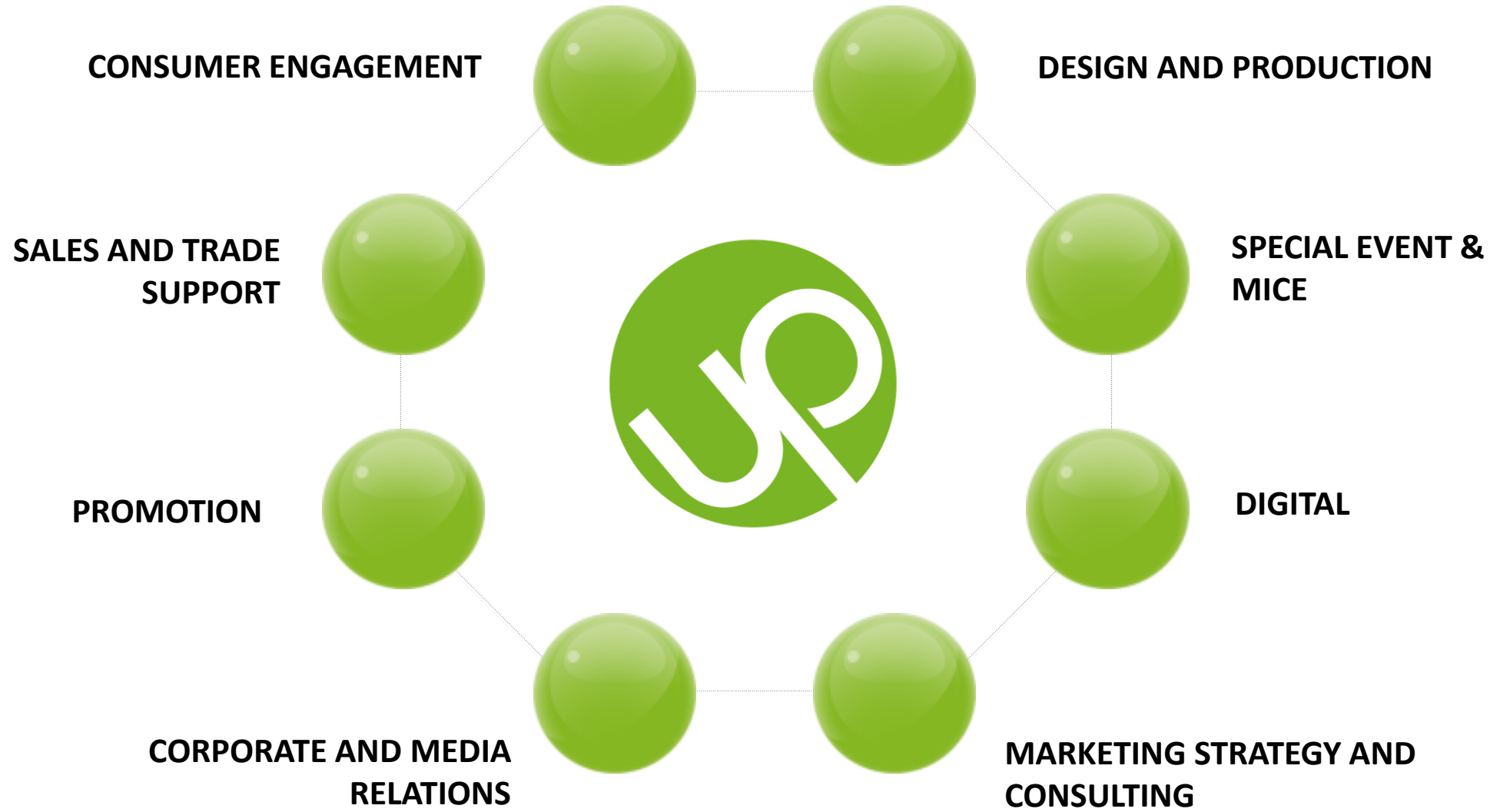
LOCAL
KNOWLEDGE

UP! RUSSIA OFFICES

- SAINT PETERSBURG
- MOSCOW
- KAZAN
- MURMANSK
- N. NOVGOROD
- YAROSLAVL
- NAB. CHELNY



OUR SERVICES



up!

**WE MAKE
THE CLIENT'S
BUSINESS GOALS
OUR OWN.
GOOD MARKETING
SHOWS IN
NUMBERS.**

OUR MAIN CLIENTS



Pernod Ricard



SAMSUNG



Bristol-Myers Squibb



MASERATI



BELUGA
NOBLE RUSSIAN VODKA



PHILIP MORRIS INTERNATIONAL



un passo avanti



BACARDI LIMITED

HARIBO



ARARAT
THE LEGENDARY ARMENIAN BRANDY
1887



... the spring of life

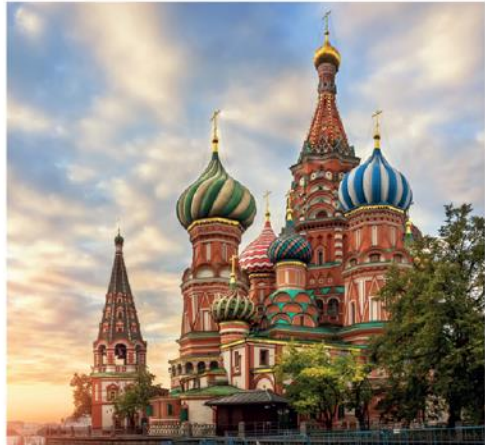


vodafone

#WEAREUP



CASE HISTORIES



iQOS

Philip Morris Sales & Marketing

**CREATIVE MECHANICS
ACTIVATION PLATFORM**



Strategy and creative development of activation platform cross-channel for Russian and Italian market

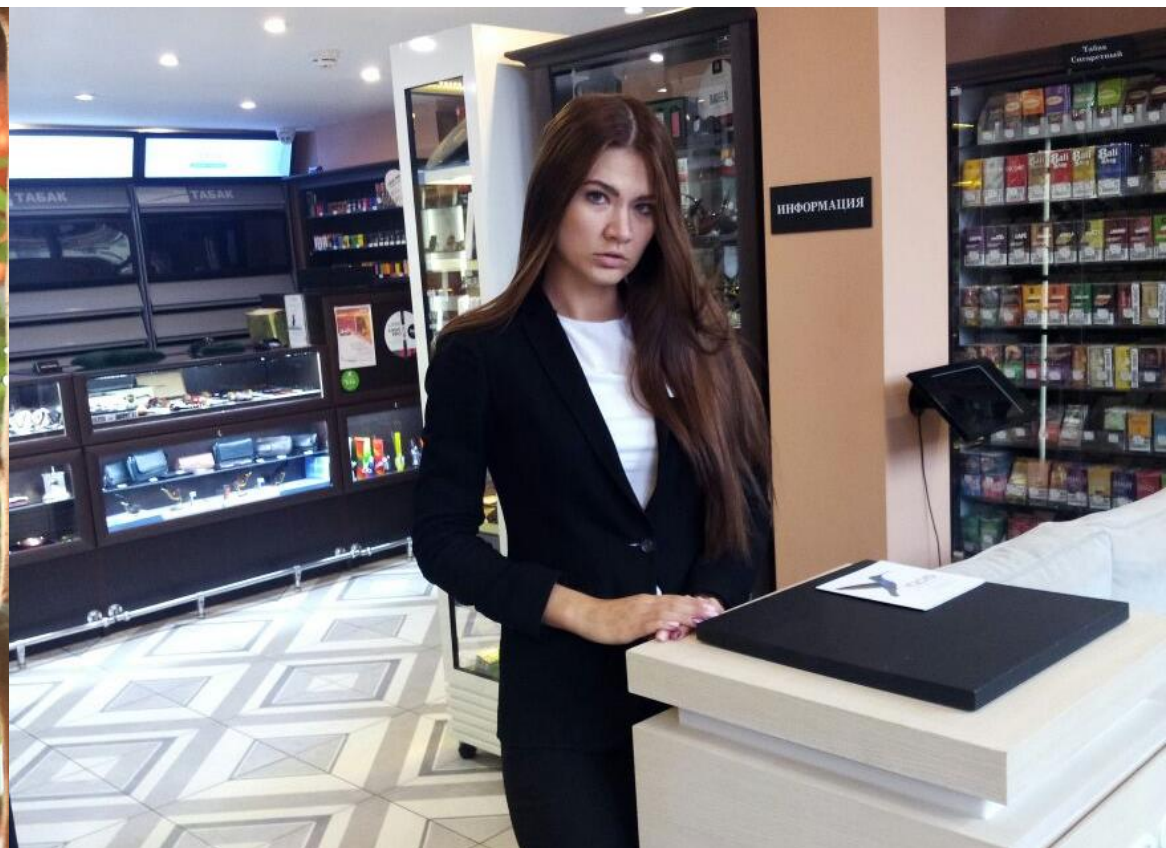
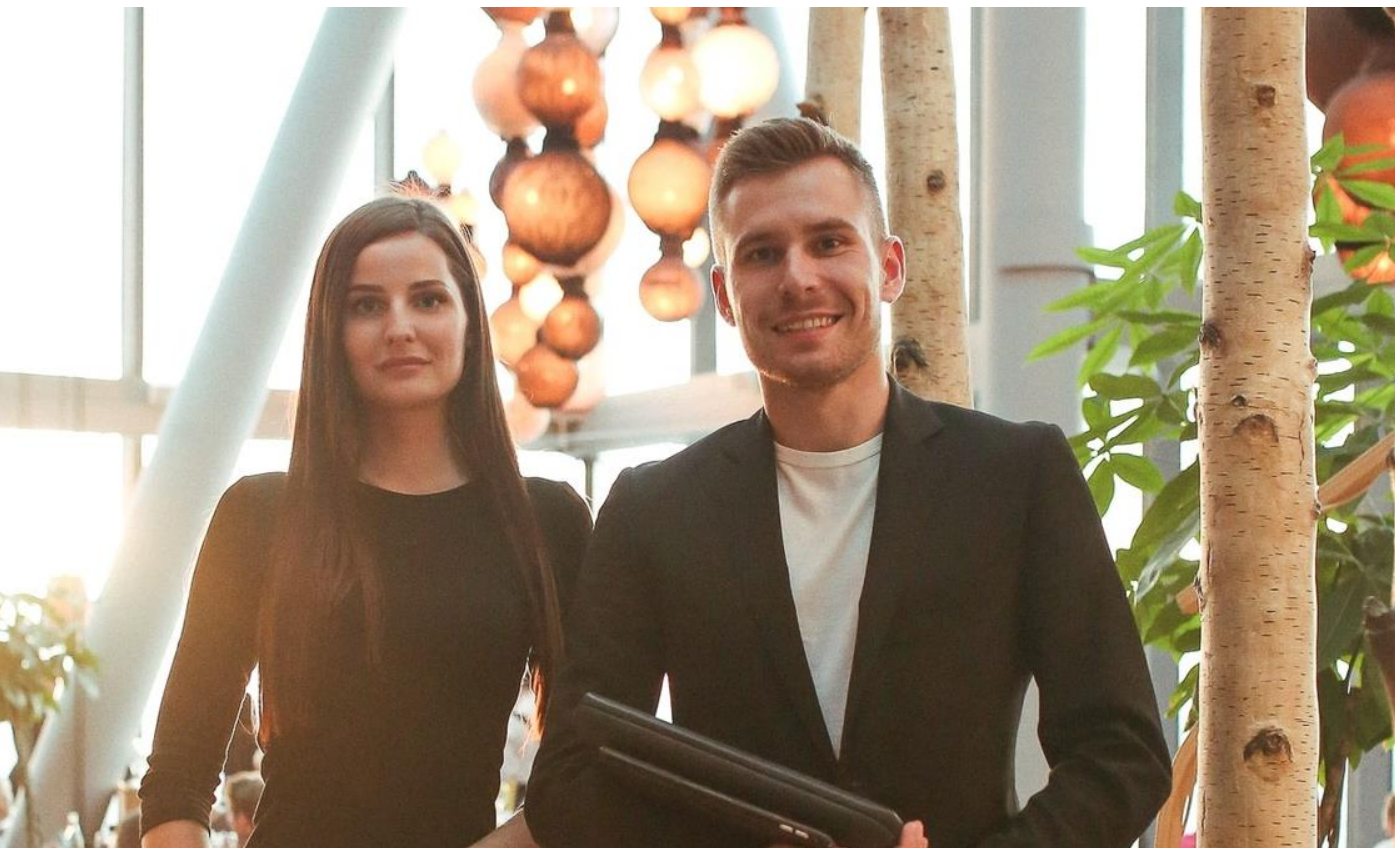


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iQOS

Philip Morris Sales & Marketing

**GUIDED PRODUCT TRIAL
DIRECT SALES**



Retail, HoReCa, Airports, Mobile consultants, Events, Pop-up, 2016 – current time.

Currently **200+** Sales Experts + coaches are managed and hired by UP! Russia.

Direct sales b2c, turnover **500+** mln / year.

80 000+ working days / year pan Russia



#WEAREUP

iQOS

Philip Morris Sales & Marketing

INTERNATIONAL PRODUCT LAUNCH EVENT

Milano, 2015



Creative concept, content management, design, production and set up, art direction, MICE, product trial.



#WEAREUP



In-store promotion in electronic stores

Currently **300+** promo-staff are managed and hired by UP!

30 000+ working days / year

Cooperation started in 2017 for different categories of product.



Competitors analysis
Store visits, store monitoring

DIFFERENT BRANDS

IN-STORE PROMOTION - AIRPORT RETAIL



Promo activity in Russian Duty Free stores (Dufry)
From 2016 – current time.



In-store promotion in electronic stores and boutiques
 Currently **90+** promo-staff are managed and hired by UP!
20 000+ working days / year



Creative concept, content management, design, production and set up, art direction, promo personnel.



Communication strategy, creative concept, design and production.



Creative concept, content management, design, production and set up, art direction, MICE, PR.

Corporate, stakeholders, top clients.



Managing of shop assistants-promoters in Media Markt electronic stores.
Moscow, Saint Petersburg, Kazan, Chelyabinsk, N. Novgorod, Rostov on Don,
Orenburg and more

DIFFERENT CLIENTS

IN STORE EVENTS, NEW OPENING EVENTS



Creative concept, design and production.
Consumer activation.

DIFFERENT CLIENTS

IN STORE EVENTS, NEW OPENING EVENTS



Creative concept, design and production.

DIFFERENT CLIENTS



PR, SOCIAL EVENTS



Creative concept, design and production.

DIFFERENT CLIENTS



NATIONAL ROAD SHOW, FIELD EVENTS



Creative concept, design, production, set up, consumer activation.

DIFFERENT CLIENTS



EXHIBITIONS



Creative concept, design, production, set up, art direction.

DIFFERENT CLIENTS



CORPORATE EVENTS



Creative concept, design, production, set up, art direction, MICE.



#WEAREUP

DIFFERENT CLIENTS



MOTOR SPORT EVENTS



Creative concept, design, production, set up, MICE.
Hospitality Area, consumer events and selling units

SPECIAL EVENT

INTERNATIONAL LIGHT FESTIVAL



Production, organization, art direction, PR



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