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# JUNGLE21 IS AN ECOSYSTEM OF CREATIVE COMPANIES

## OUR PURPOSE

To transform society, companies and brands with the power of creativity.

We nurture and apply creativity to transform companies and contribute to the evolution of society.

Creativity is the most valuable asset to solve any kind of challenge. It is seeing the world around us from new, different, and fresh perspectives. It is the ability to bring ideas to life and create unique, authentic and simple solutions.

Creativity is the engine of the evolution of society.

## OUR MODEL

Jungle21 is an ecosystem of creative companies. Our flagships operate in a decentralized and independent way under a free collaboration model.

Our model enhances the uniqueness, specialisation and independence of each of the companies, their founders and their team.

Our point of union is to put creativity at the centre, to collaborate freely on the best challenges and to work under a single P&L

## OUR OFFER

Through its companies, Jungle21 applies creativity across the entire value chain.

Our ecosystem works on national and international projects offering a range of creative services focused on 3 key areas:

- Research, Strategy & Consulting
- Products, Services & Experiences
- Advertising, Content & Communication

## 2021 AUDITED RESULTS PRESENTATION

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# 2021 HIGHLIGHTS

2021 has been a year of success for Jungle21, both from a financial, team, clients and awards perspective. It will also be remembered as the year we started the plan to go public, a milestone achieved when we were listed on the Euronext Paris index on March 4, 2022.

## FINANCIAL PERFORMANCE<sup>1</sup>

€10,3M

Revenue  
+58% vs 2020

€7,7M

Gross profit  
+56% vs 2020

€2,6M

Operational EBITDA  
+178% vs 2020

41%

CAGR in gross profit pro-forma<sup>2</sup>

€95K

Revenue / employees average

## TALENT & LEADERSHIP

122

talented people  
December 2021

33%

growth vs 2020

4/6

of our companies  
are lead by women.  
April 2022

## CURRENT CLIENT & NEW BUSINESS

+29%

Gross profit growth in  
current client vs 2020

20

New clients: Beefeater Light (Pernod Ricard),  
Marriott, HBO, Six, Aliexpress, Storytel, Alvalle  
(Pepsico), Mahou San Miguel, Just Eat, and Laguinda

## AWARDS & RECOGNITIONS

40

regional & global awards

**eficacia**

1st Independent Agency  
2nd Global Agency

**SCOPEN**

1st Independent Exemplary Agency  
Top 10 Global Agency

## EURONEXT PARIS INDEX.

In 2021 we started the plan to go public, a milestone achieved when we were listed on the Euronext Paris index on March the 4th of 2022. The reference value was set at an exit price of 3.14 euros per share and 52 million euros of initial capitalization.

1. Consolidated data.

2. Pro-forma numbers relate to unaudited non-consolidated results as if the Group had existed in full for the year and have been prepared under comparable terms with no consolidation eliminations. Consequently the prior year comparatives will change year on year.

3. Operational EBITDA is EBITDA adjusted for non-recurring items and is a measure management uses to assess the underlying business performance.

4. Operational EBITDA margin is operational EBITDA divided by gross profit.

# 2021 REVIEW

2021 has been the year of growth in business. We have closed the first stage of our plan to make way for the next. We ended 2021 starting three key projects that are crucial for the future of our business: we launched Jungle21 as ecosystem, went public and began the process to become certified as a B Corp.



**PS21, the first company of the Jungle21 ecosystem, was founded in October 2018. Today we are 148 professionals (April 2022) and 6 companies (PS21, ES3, Redbility, True, Pink, Invisible), two of which have joined this first quarter of 2022 (Pink and Invisible).**

Jungle21's purpose is to use the power of creativity to positively impact brands, companies and society. Today, we apply creativity in part of the value chain, from futures design, through digital product and service design, advertising, content creation, public relations and digital marketing.

Differentiation and relevance of companies and brands are possible with the use of creativity. We specialise in applying intuition to data to create long-term differentiation that increases the value of brands and companies.

Our ecosystem has core principles: creativity at the core, free collaboration, diverse cultures, independence, a single P&L and zero bureaucracy.

Our unique system of inorganic growth allows us to make multiple acquisitions without having to mix cultures, which makes us faster.

## 2021 has been a very good year of growth

- Revenues reached €10,3 million, +58% vs 2020.
- Gross profit (Gross margin) increased by +56%, achieving more than €7,7 million.
- Operational EBITDA for the year grew by +178% to €2.561.191 (vs. €920.577 in 2020) and net profit grew to €2.196.453<sup>1</sup> vs. €305.914 in 2020.
- Operational EBITDA<sup>2</sup> margin of 33% and net profit of 28%.
- We won 20 new clients, including: Beefeater Light, Laguinda, W Barcelona, HBO, Six, Aliexpress (Alibaba), Storytel, Alvalle (Pepsico), Mahou San Miguel, and Just Eat.
- We finished as the second best agency (the first independent) in the Effectiveness Awards, arguably the most relevant awards from our clients' point of view.
- We are well on our way to becoming a BCorp company.

1. The net result is higher this year due to the activation of the tax "beans".

2. Operational EBITDA margin is operational EBITDA divided by gross profit.



AUDITED RESULTS

# REDUCED & CONSOLIDATED INCOME STATEMENT

## AUDITED RESULTS

	Consolidated 2020	Consolidated 2021	Y/Y diferencia	% 21 vs 20
Revenues	6.539.717	10.352.177	3.812.460	58%
Cost of sales	1.582.811	2.634.112	1.051.301	66%
<b>Gross profit or Gross margin</b>	<b>4.956.906</b>	<b>7.718.064</b>	<b>2.761.158</b>	<b>56%</b>
<i>Gross profit / Revenue</i>	76%	75%		
Personnel cost	3.341.185	4.356.259	1.015.074	30%
Net margin	1.615.721	3.361.806	1.746.085	108%
General cost	695.144	800.614	105.470	15%
Total general, personnel+general	4.036.329	5.156.873	1.120.544	28%
<b>Operational EBITDA<sup>2</sup></b>	<b>920.577</b>	<b>2.561.191</b>	<b>1.640.614</b>	<b>178%</b>
<i>Operational EBITDA margin<sup>3</sup></i>	19%	33%		
Financial expenses/income	337.445	210.805	(126.641)	-38%
Extraordinary results	(409.108)	(366.177)	42.931	-10%
<b>PBTA</b>	<b>848.914</b>	<b>2.405.819</b>	<b>1.556.904</b>	<b>183%</b>
Amortization	513.359	458.501	(54.858)	-11%
Tax	30.361	(249.136)	(279.497)	
<b>Net profit</b>	<b>305.194</b>	<b>2.196.453</b>	<b>1.891.259</b>	<b>620%</b>

Growth over the last year has been +56%, achieving over €7,7m net revenues (vs €4,9m in 2020).

Operational personnel expenses (excluding board expenses and severance) increased by +30%. Twenty-six points less than the growth in net revenues. This is mainly due to the fact that the average number of employees has grown by 24 people, reaching an average number of employees in 2021 of 106 (82 in 2020).

General operating expenses (excluding one-offs) have increased by 15%, due to the return to "new normality" in 2021. However, these expenses will tend to normalise and rise somewhat more in 2022 when all "covid" agreements, such as the office rent discount, disappear.

Operational EBITDA has grown to €2.561.191 (€920.577 in 2020) and net profit has grown to €2.196.453 compared to €305.194 in 2020. This represents a growth of +178%.

EBITDA profitability stands at 33% and net profit at 28%.

The net result is higher this year due to the activation of "beans" (tax credits from previous years). It has been decided to activate them in 2021 as, after the results of the last years and being reasonable with the evolution of the company, we consider that we can generate results that justify this activation.

The following table explains the reconciliation of the consolidated Operational profit as reflected in the Group's consolidated financial statements to the Operational EBITDA referred to in the table above and to the overall disclosure to investors.

<b>Operating Income</b>	<b>(1.890)</b>	<b>1.736.513</b>
Amortization of intangible assets	513.359	458.501
Severance package	179.639	53.548
Depreciation commercial	86.601	96.836
Tax	21.185	8.270
Depreciation property, plant and equipment	3.484	(2.210)
Regularizations and others	118.200	42.932
Board expenses	0	23.100
Acquisition and set-up related expenses	0	143.702
<b>Operational EBITDA</b>	<b>920.577</b>	<b>2.561.191</b>

1. Operational EBITDA is EBITDA adjusted for non-recurring items and is a measure management uses to assess the underlying business performance.

2. Operational EBITDA margin is operational EBITDA divided by gross profit.



# CASHFLOW

## AUDITED RESULTS (II)

	2020	2021	Y/Y difference	% 21 vs 20
Profit before tax	335.555	1.947.318	1.611.763	480%
Adjusted to the result	266.000	263.847	(2.153)	-1%
Changes in working capital	82.553	(863.743)	(946.296)	-1146%
Interest and income tax receipts (payment)	165.779	248.572	82.793	50%
<b>Cash flow from operating activities</b>	<b>849.886</b>	<b>1.595.993</b>	<b>746.107</b>	<b>88%</b>
Payments from investments	(2.758.472)	(94.637)	2.663.835	-97%
Receipts from disposals	22.657	2.418.560	2.395.903	10575%
<b>Cash flow from investing activities</b>	<b>(2.735.815)</b>	<b>2.323.924</b>	<b>5.059.739</b>	<b>-185%</b>
Receipts and payments for financial liability instruments	2.243.377	(563.270)	(2.806.647)	-125%
Payments for dividends and remuneration of other equity instruments	0	(2.903.168)	(2.903.168)	0%
<b>Cash flow from financing activities</b>	<b>2.243.377</b>	<b>(3.466.438)</b>	<b>(5.709.815)</b>	<b>-255%</b>
Net increase/decrease in cash or cash equivalents	357.448	453.480	96.031	27%
Cash or cash equivalents at beginning of the year	723.748	1.081.196	357.448	49%
<b>Cash or cash equivalents at year end</b>	<b>1.081.196</b>	<b>1.534.676</b>	<b>453.480</b>	<b>42%</b>

In 2021 we ended up with more than €1,5M in our cash, €0.5M more than in 2020. This is largely due to a 88% increase in operating cash flow from 2020 to 2021.

As regards investing activities, no M&A transactions were carried out in 2021 and financial investments made in previous years were get back, resulting in an investment cash flow positive by more than €2M. While the dividend distribution in 2021 makes the cash flow from financing activities negative.

Cash at the end of the year growth between 2020 and 2021 is +42%.

# GROWTH SINCE 2018

## INCOME STATEMENT, GROSS PROFIT, EBITDA, TALENT & NET DEBT POSITION

### AUDITED RESULTS (III)

#### Growth since 2018

When we talk about growth since the foundation in October 2018, we will always show pro-forma<sup>1</sup> data, as we only have consolidated data for the last two years.

In the table below we show the differences between the consolidated and pro-forma income statement in the years 2020 and 2021. The differences are due to intercompany transactions.

	Pro-forma 2020	Pro-forma 2021	Consolidated 2020	Consolidated 2021	Proforma vs Consolidated	
					2020	2021
Revenues	7.544.420	11.017.077	6.539.717	10.352.177	1.004.703	664.900
Cost of sales	1.863.011	2.648.312	1.582.811	2.634.112	280.200	14.200
<b>Gross profit or Gross margin</b>	<b>5.681.409</b>	<b>8.368.764</b>	<b>4.956.906</b>	<b>7.718.064</b>	<b>724.503</b>	<b>650.700</b>
<i>Gross profit / Revenue</i>	75%	76%	76%	75%		
Personnel cost	3.341.185	4.356.259	3.341.185	4.356.259	0	0
Net margin	2.340.224	4.012.506	1.615.721	3.361.806	724.503	650.700
General cost	1.419.647	1.451.314	695.144	800.614	724.503	650.700
Total general, personnel+general	4.760.832	5.807.573	4.036.329	5.156.873	724.503	650.700
<b>Operational EBITDA<sup>2</sup></b>	<b>920.577</b>	<b>2.561.191</b>	<b>920.577</b>	<b>2.561.191</b>	<b>0</b>	<b>0</b>
<i>Operational EBITDA margin<sup>3</sup></i>	15%	7%	16%	31%		

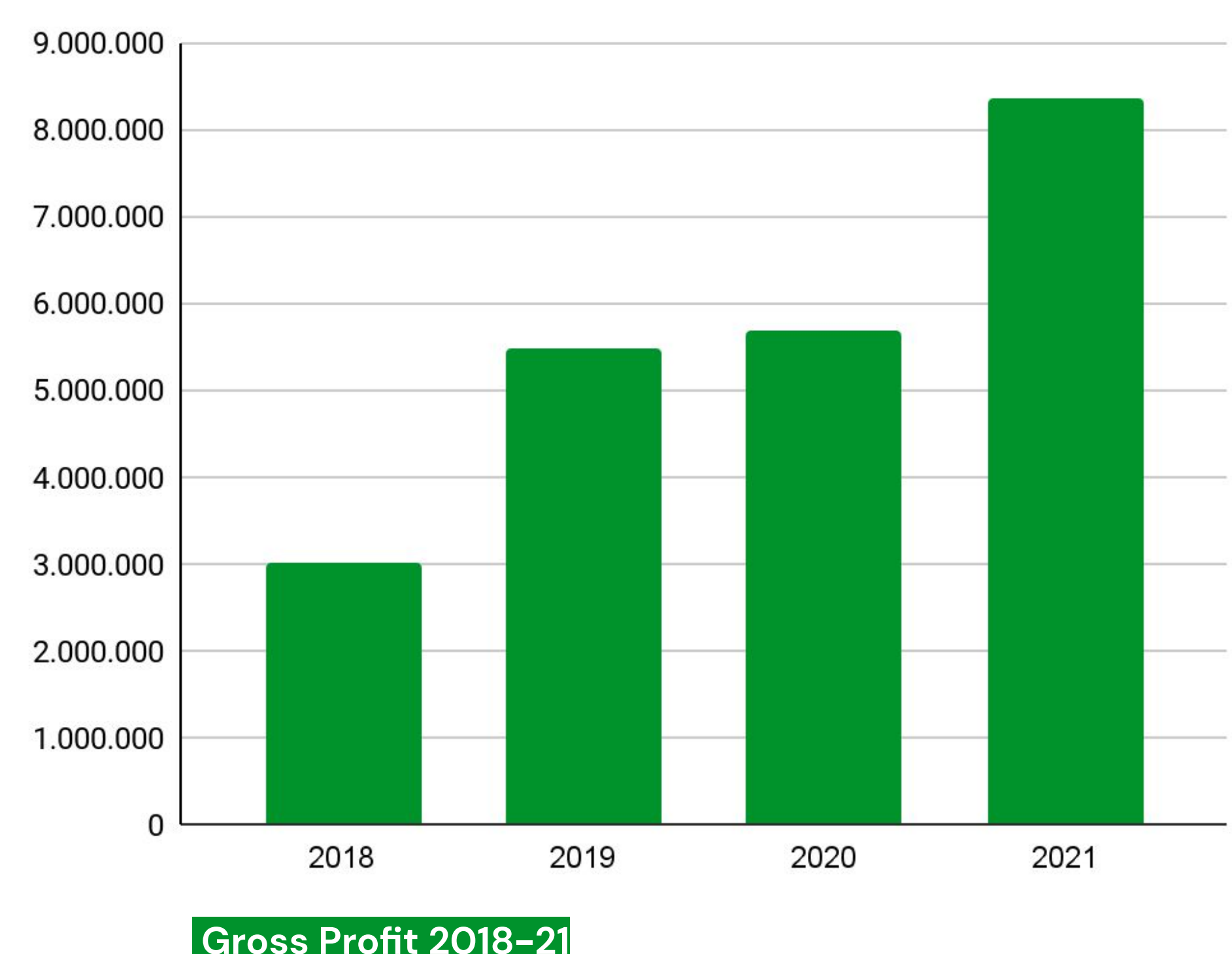
#### Gross profit or Gross margin

These first three years we have pro-forma<sup>1</sup> CAGR of 41%, achieving €8,3M pro-forma gross profit in 2021 (€3,0M in 2018).

In 2021 the growth has been completely organic. We have managed to consolidate the companies acquired in 2019, and the consolidation of existing customers.

In addition, we have managed to maintain a good level of new business and this has allowed us to grow at the desired pace.

The graph below shows the evolution of gross profit for the period 2018-2021:



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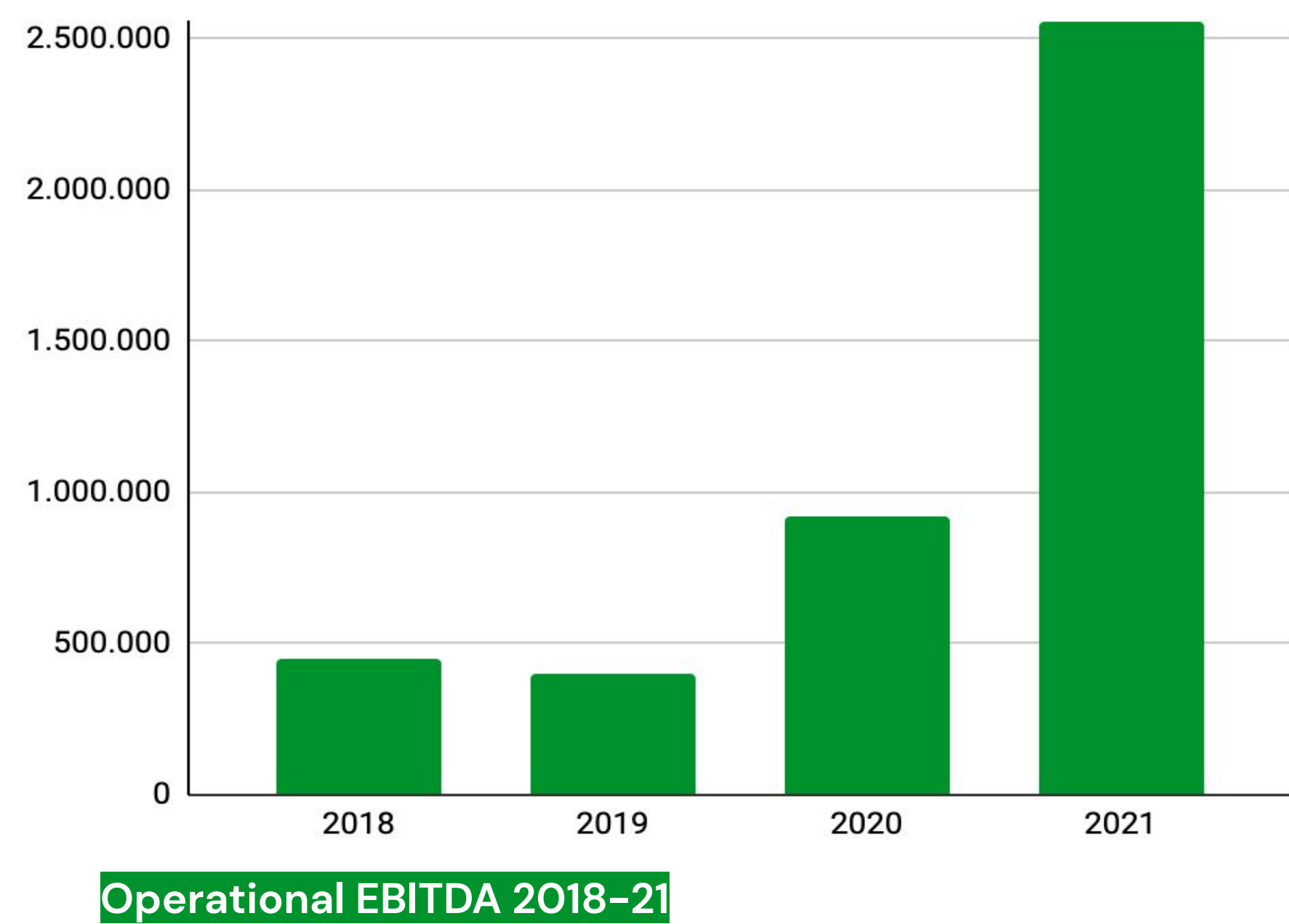
### EBITDA

Pro-forma<sup>1</sup> Operational EBITDA<sup>2</sup> growth since 2018 has been +79%, and EBITDA profitability achieved in 2021 has been 16 percentage points higher than 2018, achieving a profitability of over 30%<sup>3</sup>.

During 2020, despite a 4% year-on-year growth in Gross profit, operational EBITDA has increased by +132% compared to 2019.

In 2021 we have managed to multiply by 2.78 the Operational EBITDA achieved in 2020, and which has allowed us the CAGR in operational EBITDA of +79% from 2018.

The graph below shows the evolution of Operational EBITDA for the period 2018-2021:

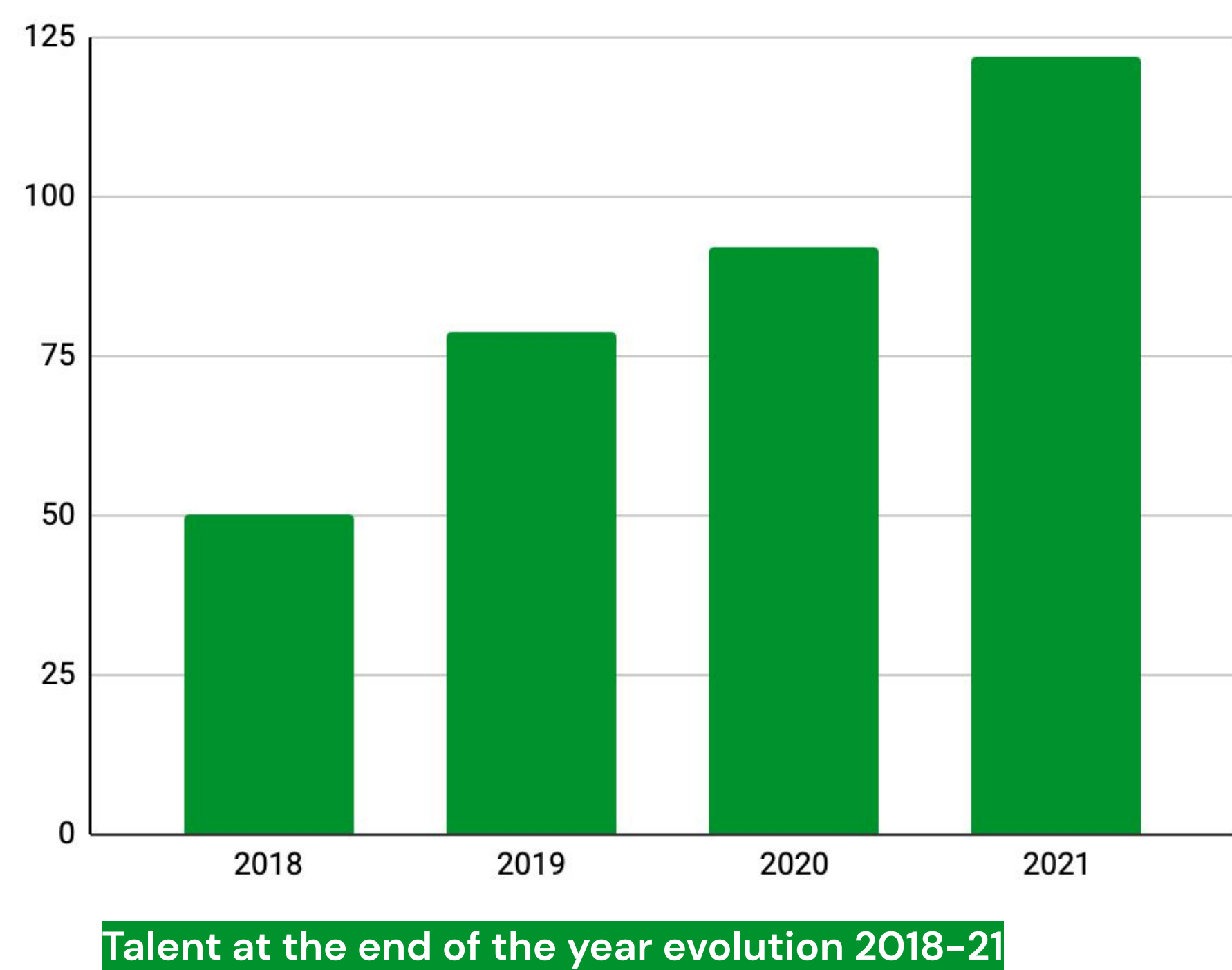


### Talent

The following charts show the evolution of the average number of employees and the evolution of the total number of employees as at 31 December for the period 2018-2021.

The average number of employees in 2021 was 106, i.e. 47 more than the average number of employees in 2018, when the Group had an average of 59 employees. This represents a 1.8-fold increase in employees in 3 years, almost doubling the total headcount. The growth in the average number of employees between 2020 and 2021 was 24 people.

If we also look at the graph of employees at 31 December, we can see how the number of employees has increased from 50 in 2018 to 122 at the end of 2021. This represents a growth of more than 144% in the workforce, with the growth between 2020 and 2021 being 32.6%, having gone from 92 people at the end of 2020 to the 122 people mentioned for 2021.

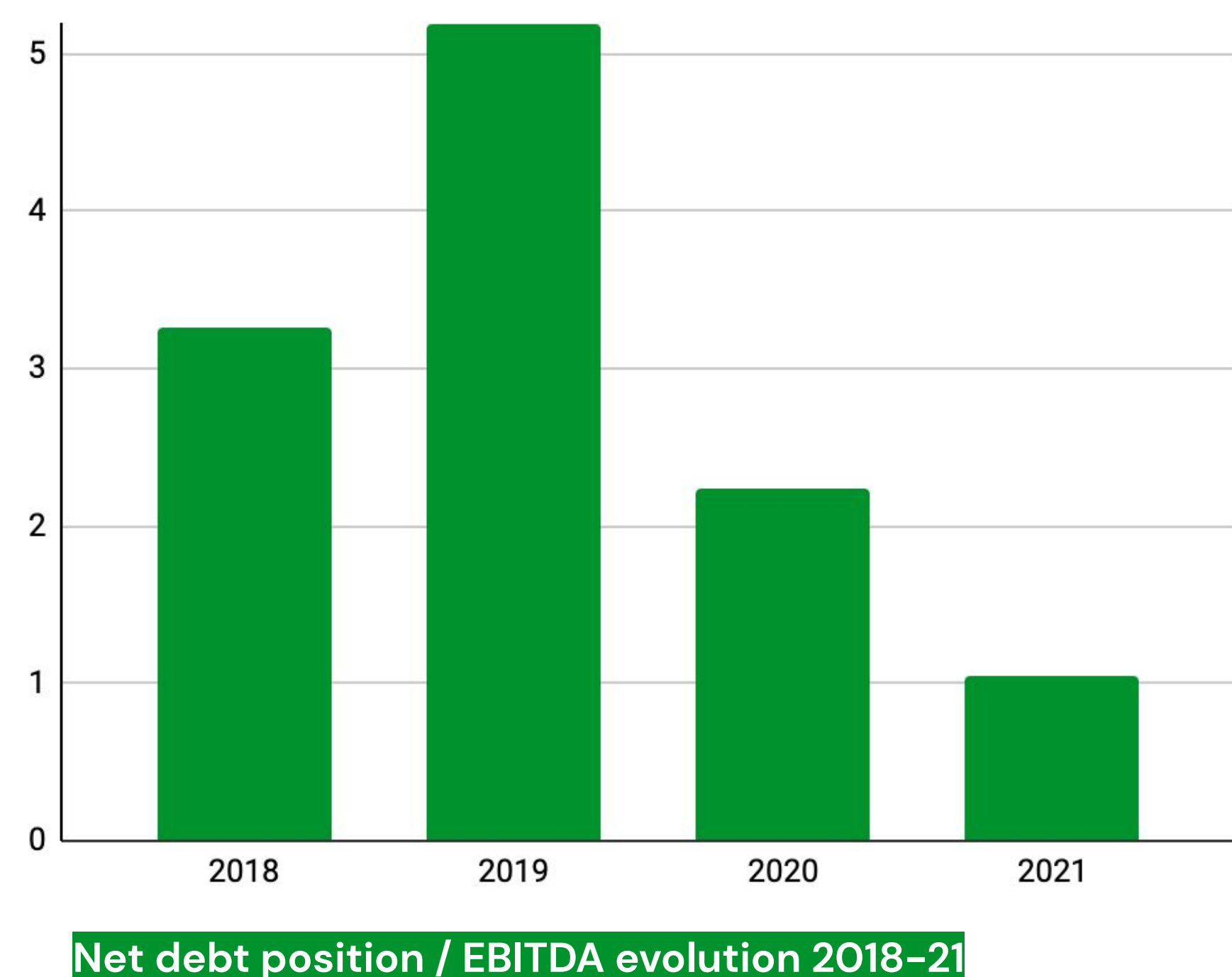


### Net Debt Position

Financial debt in 2021 was above €2,6M. The ratio of net financial debt to Operational EBITDA has been reduced by -68% compared to 2018.

The graphs show the increase in debt in 2019, which was the year of greatest investment in M&A, and how this debt has allowed us to rapidly grow the Group, achieving already in 2021 a net financial debt to EBITDA ratio of 1.05, i.e. 2.21 points less than the same ratio in 2018, which was at 3,26 points.

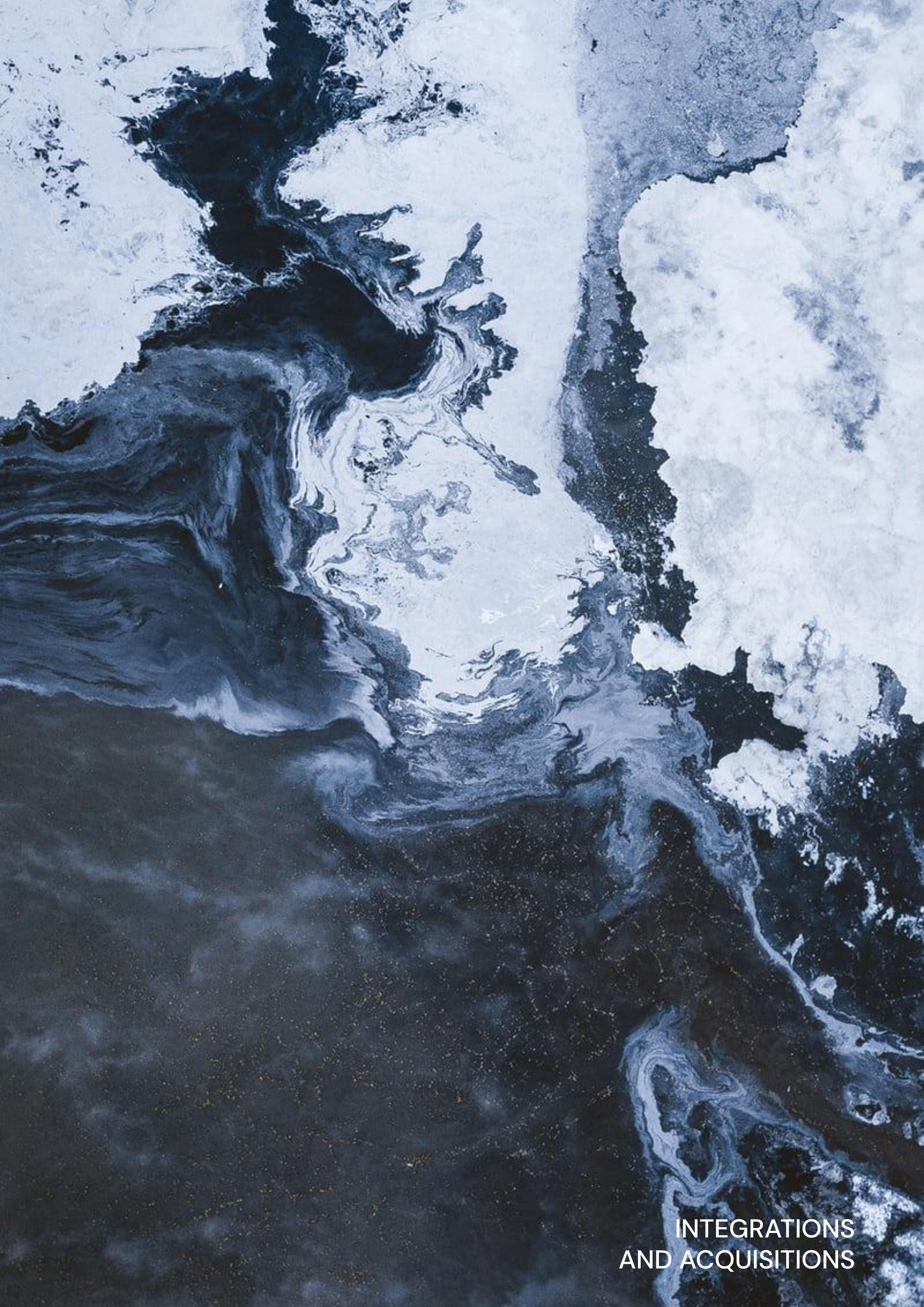
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INTEGRATIONS  
AND ACQUISITIONS

# PINK. A PROJECT-BASIS STRATEGIC & CREATIVE BOUTIQUE.



From left to right: Germán Silva (Founder & General Manager of PINK) and Agustín Vivancos (Founder and CEO of J21)

On March 2022 Jungle21 acquired creative boutique PINK.

The transaction is part of the company's inorganic growth strategy and is the third acquisition made by J21 after the incorporation of Redbilly and ES3 and the first since its listing at Euronext. J21 has created a unique integration model that allows it to maintain a decentralized organization while preserving the independence of its members, by creating free collaboration links and intelligent synergies.

Founded in 2016, PINK has offices in Spain and Italy and has developed creative projects for companies such as Direct Line, Škoda, Verti, Beam Suntory, Mapfre, DYC, García Baquero, Chicco, Control, Poltronsofa or Alce Nero.

Germán Silva, Pink's founder, will continue to lead the company within the ecosystem after having led creativity in international agencies such as DMB&B, Young&Rubicam, Armando Testa and Havas and founded companies such as Bárbara & Co and Pink. Silva has won more than 500 awards at festivals such as Cannes, Clio, One Show, D&AD, NY Festivals, Art Directors Club of NY, London Festivals, El Sol, CdeC and Laus. He is also vice-president of the Association of Creative Transformation (ACT) and founding member of Club de Creativos.

'With Pink's acquisition, a door opens for us in order to be able to offer the services of the J21 ecosystem to clients with interests in Italy', stated Agustín Vivancos, Founder and CEO of J21.

'Our instinct, the way we understand creativity and business and our obsession for value creation integrates naturally with Jungle21's purpose of helping companies solve their business challenges and create positive impact through creativity', added Silva.

# INVISIBLE. A CULTURAL RESEARCH & FUTURES DESIGN LAB.



From left to right: Agustín Vivancos (Founder and CEO of J21), Jacobo Pérez del Pulgar (Co-Founder and Ecosystem Director of J21) and Stef Silva (Head of Invisible)

On March 2022 Jungle21 integrated the cultural research and futures design lab Invisible.

The move is part of the company's inorganic growth strategy and follows the addition of creative boutique PINK to the ecosystem in recent weeks. This is J21's fifth integration and the second since the company went public at the beginning of March. J21 has created a unique integration model that allows it to maintain a decentralized organization and preserve the independence of its different members while creating free collaborative links and intelligent synergies between companies.

Founded by Stef Silva, specialized in Futures Thinking, Invisible is a performative space that explores new narratives, future strategies and investigates the creation of new products and services with a focus on innovation and design. Invisible has started working in a BBVA project and in different projects and ventures within the ecosystem.

Selected in 2021 as one of the 40 most influential futurists in Spain by Forbes magazine, Stef has been trained in European schools such as Goldsmiths, KaosPilot, Hyper Island and teaches postgraduate courses at IED, Miami Ad School, Universidad Europea and IE. Since founding Invisible, she has developed projects for Telefónica, Greenpeace, NTT Data and Orange Bank.

'Having a project like Invisible and a talented person like Stef Silva is wonderful. Her way of understanding culture and futures' methodologies brings great value to the ecosystem. This discipline is essential for companies that want to navigate this changing, uncertain and volatile world', according to Agustín Vivancos, J21 CEO and Founder.

'Invisible helps companies and organizations reflect on business from a critical perspective and develop the imagination to anticipate future needs. It helps them create new possibilities through new narratives, identities and innovative strategies from design. My intention is to bring about better futures', states Stef Silva.

Invisible's addition to the J21 ecosystem will bring projects a prospective and speculative strategic thinking to reformulate brands and businesses from a more sustainable and reflective perspective. Silvt began to developed such work from PS21 to clients such as SAP, Ryans, Marriot and Pepsico, which led Jungle21 to integrate a specialized unit.



2021 PROJECTS

— Alvalle

## RESPECT TASTES BETTER.

**Client:**  
Alvalle  
(Pepsico)

**Industry:**  
FMCG

**Company:**  
PS21

Despite being the original ready to drink gazpacho, Alvalle struggled for years to keep their market share: fighting with new artisan brands and being impacted by an industrial perception that was far from reality.

In fact, Alvalle's process is still almost entirely handmade, with respectful agricultural practices and 98% of its vegetables hand-picked. So, to change the perception, we built a new purposeful platform launched across Europe: "Respect always tastes better". A platform which connects functional and social relevance to change the perception and grow across different markets, highlighting our people, our produce and our relationship with the environment.

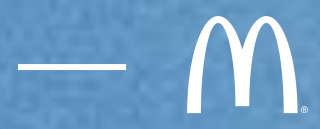
We developed new campaigns for 7 different markets, as well as creative activations to translate our social impact to consumers.

**+5.4%**  
Revenue VALUE

**+4 PP**  
MARKET SHARE FR







# EVERYTHING HAS AN ORIGIN.

**Client:**  
McDonald's

**Industry:**  
QSR

**Company:**  
True

McDonald's is one of the most emblematic companies in the world & the leader in the fast food industry. They faced a credibility problem regarding the origin of their ingredients in their product preparation, despite the fact that the great majority of them come from local produce.

This issue was partly due to the strong commitment we feel in our country to national production, and the trend towards sustainable and local consumption. No matter how many times it was addressed, some critics continued to doubt the local sourcing of products. How could we put an end to this lack of trust at the root? By making all our local producers the most visible face of the brand.

Under the name, "Everything has an origin", we decided to move the iconic totems of the restaurants to the farms and crop fields of small, local producers. A bold and clear campaign that did much more than only achieve the objectives set: the campaign was warmly received by both media and audience.

**2M**

EARNED MEDIA VALUE

**40x**

RETURN ON INVESTMENT

**98%**

POSITIVE BRAND FEELING



— **KFC**

## KFC MAJORCA.

**Client:**  
KFC

**Industry:**  
QSR

**Company:**  
PS21

We opened a new KFC Restaurant in Majorca, but two months later, nobody seemed to know where it was located and it was not receiving many visits. We urgently needed to drive footfall and Revenue to our store.

We discovered that the commercial area where our restaurant was located was popularly known in the island as “where the IKEA is”, because it’s home to the only IKEA store in Majorca.

We decided to use this insight to turn a forgotten and conventional format such as a directional billboard in a road near this area into a playful and distinctive way (even though we didn’t even use our own brand guidelines) to get our new restaurant noticed: we masqueraded our logo in IKEA’s look and feel, colors and shape, and just added a simple line of copy “You already know where we are”.

**+23%**  
Revenue INCREASE

**1.6M**  
MEDIA IMPRESSIONS

**+200%**  
GOOGLE SEARCHES



— BBVA

# THE FOOTPRINT WE LEAVE BEHIND

**Client:**  
BBVA

**Industry:**  
Financial

**Company:**  
PS21

BBVA released a new tool: The carbon footprint calculator. An app functionality to help people reduce their emissions.

But why would people want to reduce their impact if they didn't understand how big it was? How could we make them aware of the half a ton of CO2 the average Spaniard emitted every month?

To mobilize them, we really only had to show them the magnitude of their carbon footprint. Because half a ton of CO2 is equivalent to a footprint size 3965.

This is how we transformed natural landscapes into messages that were impossible to ignore, with the aim of getting people to take the first step towards reducing their carbon footprint: knowing it.

**310K**

VISITS TO THE CALCULATOR

**18M**

IMPACTS

**+20%**

TO THE CALCULATOR





# KFCopypaste

Client:  
KFC

Industry:  
QSR

Company:  
PS21

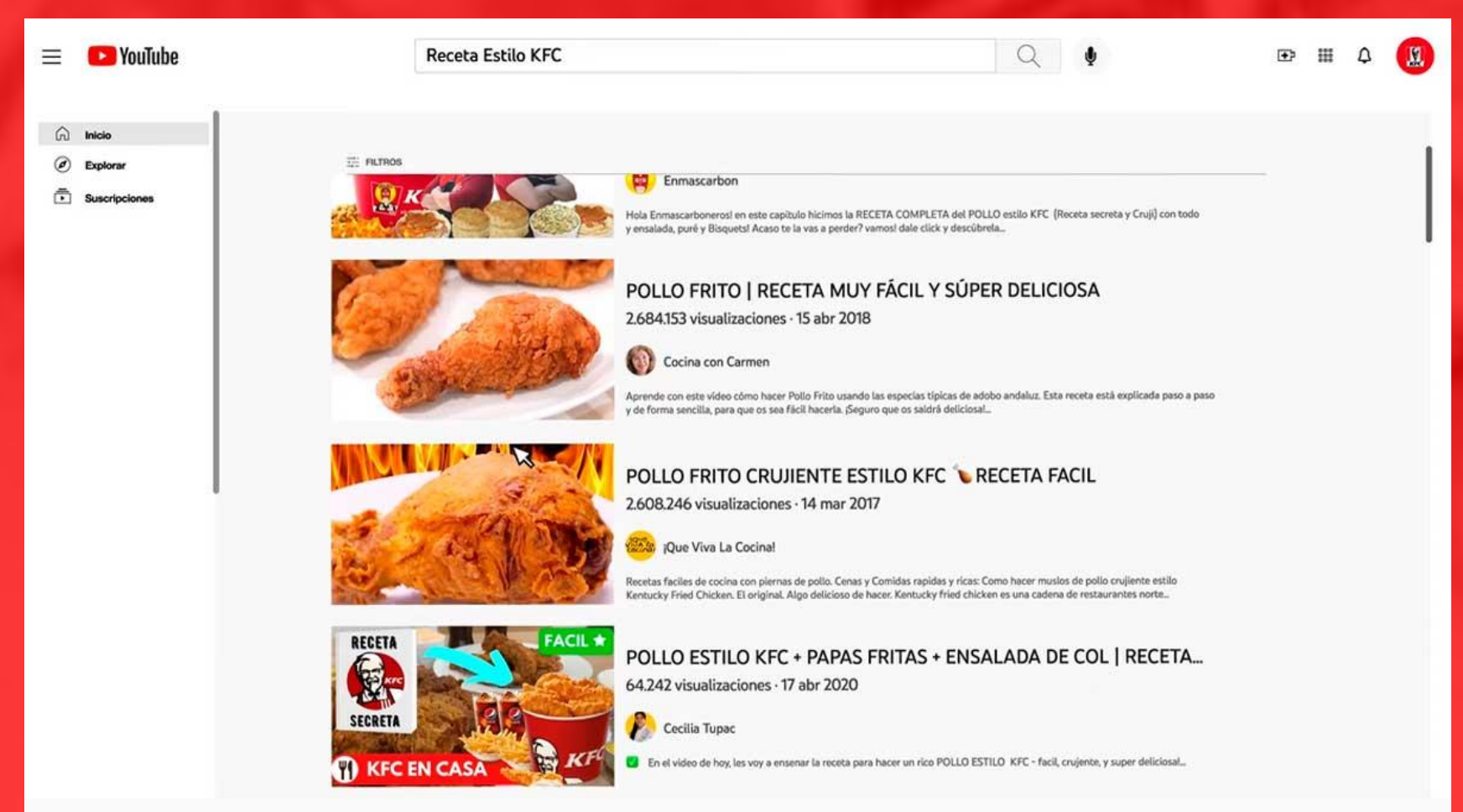
There are 516,000 recipe videos on YouTube that promise to teach you how to cook Colonel Sanders original recipe. KFC, proud of the effort that fans, copycats and foodies have put into trying to copy the original recipe, has decided to reward the effort and time invested with authentic chicken KFC.

KFC has created a website that will allow people to exchange amateur recipes for chicken cooked following Colonel Sanders original recipe. A link converter will transform KFC recipe URLs on YouTube into authentic KFC products. Simply enter one of the 516,000 links on the web and the URL will automatically turn into a code to be redeemed at any KFC restaurant. Each URL will be redeemable for a limited number of coupons, so people will be able to search the web for different versions of the recipe to exchange links for chicken.

**+1100%**  
KFC RECIPE VIDEO SEARCHES

**+40%**  
WEB TRAFFIC

**46%**  
CONVERSION RATE



— *cnio*

## THE EASIEST LOTTERY YOU CAN HIT.

Client: CNIO Industry: Health

Company: True

On World Cancer Day, to raise awareness of the CNIO's work and raise funds, we used hard facts to explain the high probability of suffering from cancer.

We opened our own lottery administration next to Doña Manolita, the most important lottery office in the country. There, people could get different "scratch cards" that visualised the real probability of suffering from different types of cancer and invited them directly to donate.

€0

PAID MEDIA

20M

PR VALUE

+60%

DONATIONS



— AliExpress

# OMAR MONTES' HIT FOR ALIEXPRESS

**Client:**  
AliExpress

**Industry:**  
Retail

**Company:**  
PS21

On Black Friday 2021, we showed the public that by using the scanning feature on the Aliexpress app, they could find any product they wanted, but much cheaper.

How did we communicate it? Together with Omar Montes, the most successful spanish singer on Spotify in 2020, we created a song along with a videoclip. Through catchy lyrics we delivered a very clear message: scan any products with the Aliexpress app and find them cheaper at our platform. How did we amplify it? We launched the song the week before Black Friday and street musicians played the Aliexpress song next to the most popular shops of Madrid's main high streets.

How did it become a viral? Omar Montes joined the street musicians to sing the Aliexpress song and we streamed it on AE social media channels.

**€900K**

PR VALUE

**95%**

POSITIVE BRAND SENTIMENT

— BEEFEATER  
LONDON

# BEEFEATER LIGHT STEREOTYPES

Client:  
Beefeater

Industry:  
Spirits

Company:  
PS21

A new product: Beefeater Light.  
In a new category: Low Alcoholic  
Beverages.

Surrounded by something as old as time:  
prejudices and stereotypes.

Our solution? We gave voice to an ironic  
barmaid who constructed a salty speech  
made from real user's tweets about  
Beefeater Light. The barmaid dismantled  
those prejudices one by one and invited  
consumers to reflect on them and  
understand the product from its benefits.  
Because no one should give up a drink if  
they feel like having one.

We did it mainly through a long piece that  
we moved through social networks and  
three pills that worked at different times.  
The ironic tone of the campaign even  
influenced the brand's proactive character  
and behavior on the networks.

**95M**  
IMPRESSIONS

**13M**  
VIEWS





# THE ÆTERNALS.

**Client:**  
Rainforest Part.

**Industry:**  
NGO

**Company:**  
PS21

Partnering with Digigo and Emerge Tech we're developing The Æternals, the first NFT to combine beautiful digital art, interactive gamification, and metamorphic change, driven by impact objectives and traced through blockchain infrastructure.

Each unique and stunning asset, when bought and/or sold:

- Contributes directly and transparently to the protection of the Rainforests of Central and South America
- purchases Carbon Credits
- provides access to an exclusive interactive game environment
- grants access to a tiered community of likeminded collectors
- provides exclusive access to a small batch of ultra-rare NFTs which include (for example) the rights to name newly discovered species on the Amazon, and physical access to tours by indigenous communities of the Amazon (with more to come in the future)
- provides access to an exclusive interactive game environment

Primarily they are a limited number of beautiful 3D digital artworks that you can display proudly as both a collector and as a contributor to the protection of the rainforest.







# THE MOST MEMORABLE NEWS

**Client:** F. Pasqual Maragall  
**Industry:** Foundation

**Company:** ES3

The Pasqual Maragall Foundation needed to raise funds to finance a pioneering study for the early detection of Alzheimer's disease. We launched a fundraising campaign in which relatives of real people with Alzheimer's remembered the news they never forgot to ask society to help us publish the most important of all: the creation of the laboratory.

In less than a month, with an online video, display and social media campaign, we managed to overcome the goal by more than 100,000 euros, making the headline, and thus the laboratory, become a reality.

**€265K**  
RAISED

**9.6M**  
IMPRESSIONS



J21 ECOSYSTEM

# FROM DIGITAL TRANSFORMATION TO CREATIVE TRANSFORMATION.

Creativity is the most valuable asset to solve any kind of challenge. It is seeing the world around us from new, different, and fresh perspectives. It is the ability to bring ideas to life and create unique, authentic and simple solutions. Creativity is the engine of the evolution of society.

To apply creativity in business is to create original, novel, useful, and innovative solutions to solve the challenges of a company in the area of Revenue, branding, experience, communication, or marketing.

In a context where it is increasingly difficult to stand out or to be relevant, creativity is the main tool for companies to effectively differentiate themselves, grow in their perception of value, generate consideration, and, above all, connect with people.

**Creativity helps transform businesses with unique, simple, and authentic solutions.**

# WHAT MAKES J21.

## **CREATIVITY FIRST.**

Creativity is at the heart of our model.  
We apply creativity to business challenges.

## **FREEDOM & INDEPENDENCE.**

We do not report. We collaborate.  
We truly value the independence of the companies.

## **POSITIVE IMPACT.**

We are aware of our impact on society and the world.  
We want to help our clients to do the same.

## **FREE COLLABORATION.**

We believe in the the power of collaboration.  
We are sure that the best challenges bring together the best talent.

## **A MIX OF CULTURES.**

We are all different, we are all unique.  
Our culture is the mix of all our cultures.

## **1P&L. NULL BUREAUCRACY.**

We've founded a unitary business structure.  
An ecosystem with a single P&L with null bureaucracy.

# PS21

## INTUITION IS OUR STRATEGY.

PS21 is a Creative Agency that connects business and society through creativity. Society needs good companies to evolve, advertising is not enough, companies need to go at the speed of culture.

PS21 designs creative & strategic brand platforms & 1000 days plans to help its clients to stay relevant, grow economically, and create a positive impact.

### SERVICES

#### Strategy

- Brand Platforms
- Comms Planning
- Research
- Innovation Strategy
- Always In

#### Consulting

- Brand Design
- Brand Narrative
- Experience

#### Ideas

- Campaigns
- Creative Spikes
- Entertainment
- Content
- Experiential
- Social & Influencer

### Founded:

October 2018

### Management Team:

- Agustín Vivancos - CEO
- Beatriz Arce - General Manager
- Víctor Blanco - Executive Creative Director
- Sergio García - Strategy Director
- Jacobo Pérez del P. - Innovation Director
- Carlos Abella - Client Services Director
- María Davila - Finance Director

### Clients:

- BBVA
- KFC
- AliExpress
- Pepsi
- SAP
- UE
- Pernod Ricard
- Toys 'r us

### Past Clients:

- Lidl
- Adecco
- DIAGEO
- Schweppes
- JustEat
- FCA
- Reebok
- Nestlé

# True.

## CREDIBILITY MEETS CREATIVITY.

True is PR Agency with creative DNA that combines creativity and credibility with the firm conviction to transform public relations and the goal of making ideas the primary focal point. Its objective is to generate meaningful and lasting conversations between brands and society, leveraging imagination and innovation.

### SERVICES

#### PR

- Corporate communication
- International communication
- Messages and narratives
- Branded content
- Co-branding
- Institutional relations
- Internal communication
- Audits
- Spokesperson training
- Crisis communication

#### Experiences

- Events
- Product sampling
- Brand awareness
- MICE
- Sponsorships
- Content

#### Digital

- Social media
- Influencers
- Campaigns
- Brand reputation
- SEM/SEO
- Advergaming

### Founded:

November 2019

### Management Team:

Ana Zumalacarregui - General Manager  
Sergio Reverter - Account Director  
Patricia García - Account Director  
Carlos Rija - Account Director

### Clients:

McDonald's  
JustEat  
Storytel  
Axis  
OD Hoteles  
Correos  
ACT  
Corona  
SIXT  
Budweiser  
Hendrick's  
MásMóvil  
HBO

### Past Clients:

Finetwork  
DAVID

# ES3

## KILL THE DIGITAL.

ES3 is a Digital Agency. We facilitate the communication of brands with new audiences, applying strategy and creativity in the generation of digital marketing and communication.

ES3 executes projects via digital channels and focuses on the development of the brand's social interactions with customers, prospective customers, and society as a whole.

### SERVICES

#### Creativity

- Strategy
- Campaigns
- Design

#### Social

- Content
- Management
- Ads

#### Development

- Full stack web
- Performance
- Analytics

### Founded:

2004

### Management Team:

**Paula Marín**  
Head of ES3 & Digital Creative Director

### Clients:

- Yoigo
- MásMóvil
- Lebara
- LlamaYa
- LycaMobile
- Adecco
- FOX
- Fox Life
- NatGeo
- Sodexo
- Aisco
- WWF

### Past Clients:

- Google
- Qualitas Auto
- Ayto. de Madrid
- Lufthansa
- ING
- Correos
- Warner Music
- LiveNation
- Legálitas
- Jazztel

# Redbility

## GOOD DESIGN MEANS GOOD BUSINESS.

Redbility is a Strategic Design & Business Innovation Agency. Redbility designs creative trendsetting solutions and experiences to add value to businesses and brands. Innovation and user experience are cornerstones of its culture, aside from its incisiveness and dedication to research and strategy.

Redbility excels in designing and developing apps, products and services.

### SERVICES

- **Strategic Consulting & Research**
- **Product Design**
- **Service Design**
- **Conversion Rate Optimization (CRO)**
- **Innovation**
- **Digital transformation**
- **Brand Strategy**

### REDBILITY INNOVATION CENTER

Redbility has a space dedicated to innovation, training and research, as well as being a meeting point for the community.

**Founded:**  
2004

**Management Team:**  
**Mario Sánchez**  
Partner  
P&S Design & Executive Director

**María Renilla**  
Project & Research Director

### Clients:

Inditex  
Roca  
Acciona  
Telefónica  
Finetwork  
Once  
Interflora

### Past Clients:

IE  
Banco Santander  
BBVA  
NH  
Telefónica  
Sanitas  
Venca  
UNIR  
Nestlé  
Ferrovial



# pink

## PURE INSTINCT.

PINK is a project-basis Strategic & Creative Boutique, with offices in Madrid and Milan, that specializes in creating bold & high-value brand narratives.

PINK focus on the creative transformation of businesses. Its purpose is the creation of value. Since its inception, PINK develops key strategic and creative international projects.

### SERVICES

- **Strategy and business transformation**
- **Design of products and services**
- **Brand creation and market positioning**
- **Content and brand experiences**
- **Identification and creation of targets**
- **Effective advertising and notoriety actions**

### Founded:

October 2016

### Management Team:

Germán Silva

### Clients:

Nordés  
Alce Nero  
NOC  
El sol  
ACT  
FAD  
Chicco  
Le Tribute  
Oligos  
Livegreen

### Past Clients:

Verti  
Skoda  
Control  
MásMóvil  
García Baquero  
DYC  
Poltronesofa  
Aldi  
Samsung

# *invisible*

## APPLIED IMAGINATION.

Invisible is a Cultural Research and Futures Design Laboratory that aims to explore alternative narratives and frames of reference to expand the collective imaginaries of brands and organizations and thus extend the range of possibilities.

The lab works on applied imagination for the creation of future scenarios, narratives, strategies, ecosystems of experience and identities that help to mutate and reframe the corporate world.

### SERVICES

- **Strategic Foresight**
- **Strategic Design Consultancy**
- **Cultural Research**
- **Innovation**
- **Service & Product Design**
- **Purpose and Vision**
- **Brand Strategy**

### Founded:

2020

### Management Team:

**Stef Silva**

Head & Creative Director

### Clients:

BBVA

ECF

### Past Clients:

NTT Data

Everis

Orange Bank

Greenpeace

# JUNGLE21

APPLIED CREATIVITY