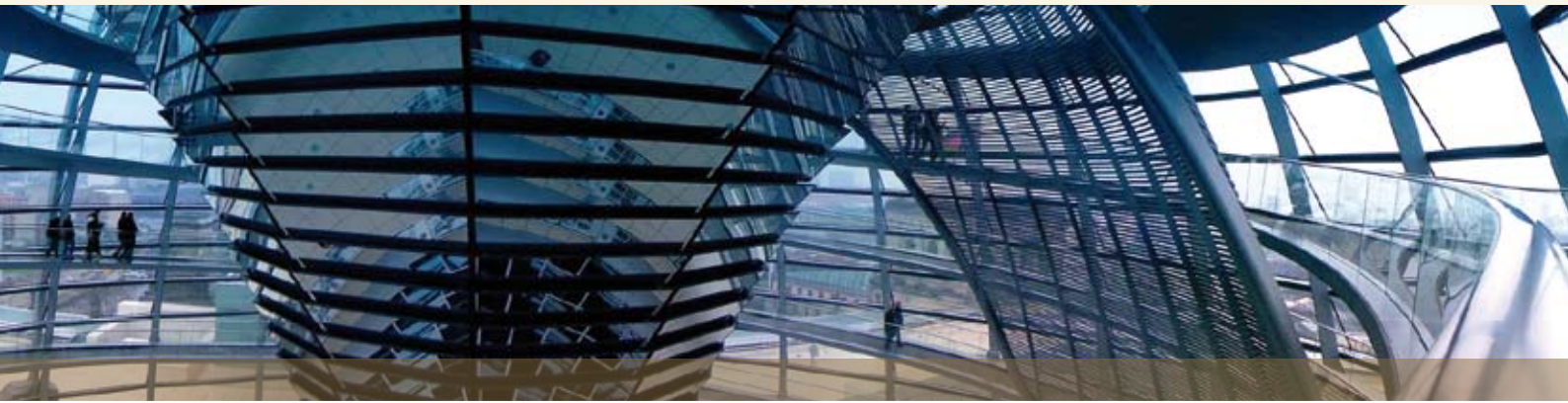


SPREEFORUM INTERNATIONAL



Communication, Contacts and Competence





Realize Your Goals. Live Your Visions.

Spreeforum International GmbH is a unique corporate concept combining the services and qualities of classic corporate consulting with those of a full-service communication agency. In addition, we offer the skills of a specialised service provider acting at the intersection of business and politics. The six fields of business of the company create this symbiosis of consultancy and agency: consulting, communication, political services, training, HR development, internationalisation and mergers & acquisitions. The company has four active locations in Europe and our more than 50 interdisciplinary specialists work for companies of all sizes in different industries.

Spreeforum – a name that stands for communication, contacts and competence.

Spreeforum International pursues the vision of accompanying and advising small- and medium-sized companies in all aspects of communication – from the founding to the transfer to new owners. Corporate communication is here defined in the broadest sense including communication with customers, partners, suppliers, the public and the entire corporate environment, e.g. the media and politics.

For us, one aspect of communication is to provide executives and employees with ideal approaches to their daily work and to qualify and train them optimally. And in the end, the development of marketing and sales concepts is also a form of communication.

To put this vision into action, Spreeforum International has developed this symbiosis of consulting and agency and lives the synergies and advantages it provides.

Our Mission: To walk the talk! We implement all the consulting approaches we develop. Spreeforum is more than a management consultancy. Spreeforum is a comprehensive companion and supporter. Spreeforum is an implementation agency with profound expertise.

The communications consultancy is followed by the campaign. The sales concept is followed by business development. Recruiting is followed by personnel development and practical on-the-job support in the form of trainings and individual process consultancy. International expertise is followed by hard and diligent work on-site in the third county executed by experts – ranging from the start-up of the company to marketing. And our political know-how is followed by the representation of interests with media support and valuable contacts. In all areas for which we offer consultancy, we translate the theory into practice as only a strong implementation will lead to successes. Theory is translated into practice, idea is translated into implementation – that is our understanding of the symbiosis of consultancy and agency.

PHILOSOPHY

APPROACH

VALUE BASE



Our team defines itself by the common values which are reflected in its work: „Modern“ values such as efficiency, team orientation, speed and creativity are joined in equal status by the „traditional“ values reliability, straightforwardness and respectability. These value-based concepts offer our customers the security to not only get fast results in the short run but also to achieve lasting successes – Spreeforum being their reliable partner.

Our team consists only of specialists. Other than other consultancies and advertising agencies, we put together an independent project team from our pool of experts which is based on the requirements of our customers. This approach does not only result in higher level of expertise for the customer but also in an ideal price-performance ratio: They do not pay for extensive corporate structures but only for the services actually provided by their individual project teams. These teams might either consist of several experts for one topic – only graphic artists and designers – or be an interdisciplinary team consisting of publicity strategists, communication coaches and sales experts – all of our experts which contribute individually to an optimal whole.

The Spreeforum Partner Network collaborates as an interdisciplinary team on the highest professional and personal level for the benefit of the customer. The company and every partner sets great store by its personal format and a high value orientation which is reflected in the way we are dealing with our customers and amongst ourselves. Our partners espouse the following values: reliability, loyalty, service-orientation, considerate communication, a clearly visible performance and competitiveness. We are committed to lifelong learning and to constantly improve our professional and personal fund of knowledge.

Both Spreeforum International GmbH and the individual partners contribute to the good reputation of the entire Network through their behaviour in society and on the market, their behaviour towards customers and partners, and their demonstrations of professional skills. The Spreeforum Partner Network is a community of values, services and goods in which each partner takes responsibility for the success of the entire Network. Each partner strives for professional excellence and emphasizes the exclusive claim of the Network and of each individual partner both acting inside the Network and interacting with external parties.

Spreeforum partners have proven expertise and skills. They have tested their professional and general know-how, proved them on the market over many years, and will continue to hone both to preserve their cutting-edge market status.



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