



The global agency



**Executive Summary** (released December 2019). Pages: 5.

Financial & Strategic information about CICO Global Holding Inc.



CICO Global reveals its Success BBC: Brains



Boldness



Creativity



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Copyright: Press Interview Financial Journalist - **Forbes**

In a nutshell:



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**1-General Conclusion:** A new year of **Growth** in 2019.

**2-Main Reason:** We have a **Business Model** that no one else has in the Industry.

We are much more **Effective** than our competitors. We also have the ability of unique **Creative Talent** to sense local & global Movements and Trends and by incorporating **Sustainable Communication Strategies**, CICO embraces and enhances **Adequate Solutions** which propel general **Prosperity**.

**3-Next Goal:** CICO continues to spearhead our Industry to a **Next Higher Level**. Helping our Clients more by offering our unique **Methodologies**, which are frequently improving, and therefore are **Vanguard Solutions**. Our Clients want **True Outcome** for their money, which is normal.

**4-Market Position:** Staying a **Leader** in **Innovative** and Compelling Communication.

**5-Organization Advantage:** Sustainable **Innovative** Communication Formulas and **Talent Diversity**.

## Explanation Figures / Summary in %:

CICO Global Holding Inc. covers many CICO locations worldwide.

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### CICO Global Holding Inc.



**Reporter:** CICO has a revenue almost +38% in \$USD representing a like-for like revenue Growth of +36% and is therefore, an important **Growing** Communication Agency.

- . **Carl:** There is so much to gain in the market. We're on the Right track.  
Due to our Trade Funds transfers and new Clients, we were able to maintain a speed force.

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### F Reporter:



The results are likely to stun the market, even accounting for some other independent Communication firm's slowdown over the past three years.

### Carl:



CICO **Grew** with +28% in 2017 and +24% in 2016, following an important digit **Growth** that helped Propel the Agency to an important place in the MarCom Market. We are aiming for a bigger market share. We have to incorporate more our **Innovative Formulas** by making the market aware of us.

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### Carl:



CICO's total revenues **Grew** good. Factoring in the CICO Group's other businesses, in particular; the **Creative Consulting Entity**. The overall Holding group revenue **Grew** accordingly.



Carl explained a - **Magnet Force** - on the organization's **Brand** and digital business pointing to the example of a demand of **New Strategies** in Marketing budgets at major Key players.

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**Carl:**



Companies and Institutions are looking for a true **VOICE Strategy**, this we can offer completely. In general, you can see the pressure on other big agencies as an example. Our Creative business was definitely in **Growth**. Our Brands business and Consumer business was **Climbing**. You can start to see other companies restructuring marketing budgets and putting more budgets into general awareness Campaigns and **Innovative Thinking**. We are helping them with the **Right Communication Paradigms**.

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**F Reporter:**



In particular, CICO noted that 2019 was another year when Strategic Consulting moved **Upwards**. With clients continuing to take community management in-house, he said that CICO's digital business; and now under a **New Strategic Orientation** needs to focus more on such areas as **Corporate Paradigm Consulting** and Paid Media. This is a new and for a part a returning Trend, which is good. Meanwhile, the organization's Corporate and Public Affairs practices were really **Strong** said Carl outstripping the Brand business in terms of revenue. From a geographic perspective, CICO pointed out that there had been **Important Growth** from China, Japan, Europe, while the USA, UAE and India star operations were mainly Technology firms.

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**Carl:**



The **Growth** that CICO coincides with a broad attempt to restructure the Agency's Global Talent, towards more specialist capabilities in response to the integration of Earned and Paid Media. The Agency has direct Partnerships with high profiles from the Advertising and Consulting world to **Enhance its Creative Potential**.

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**F Reporter:**



Carl said that the firm's **Growth** and **Performances** the last years, proofs that our Corporate Strategy is **Effective**, and its General Sales Model will be even more enhanced: one of the advantages of being a private business is we're going to Move More **Forward**, when - and how we want to do so. We are going into **The Next Gear** at any cost.



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## Carl:



We are not trying to be a classic Advertising Agency; we are a **Next Generation Communication Consultancy Organization**. This is a New Form of **Corporate Communication Science**. I embrace the idea of us being **Innovative** and **Different** for our Clients when they want to make a serious, **Sustainable Change** to gain more **Prosperity**.

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## F Reporter:



In particular, Carl said that he remained very optimistic about the coming years. I really think that **Earned Creative Consulting** has reached a point of **Client Belief**, he said. And **Earned Creative** is all based on **Trust** and a **Strong Confidence in Partnerships**. I think we need to keep making the point, one as CICO Global being a **Leader** in Compelling Strategies, and two as an Industry, about why – what we do matters more than ever. Especially in these confusing times. We are a **KEY Supplier** to contribute to **A GREATER WORLD** by delivering a New Form of Communication for Humanity.

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## Carl:



We're an **Innovative** business, we are in the midst of an important Transformation. I am fully committed to the **CICO Strategy** and its **Vision**. I am completely committed to the **CICO People**. We are investing frequently into our **People Potential**. We compensate them good; we give the **Opportunities** and we are going to make this ongoing **Positive Change** to propel more **Success**. We are determined to **Reinvent**, and to **Refresh** the Communication and Marketing Services domain. We can easily afford to take this calculated risk. We are doing it already.

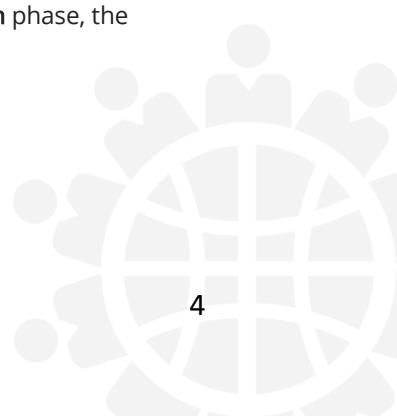
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## F Reporter:



Carl pointed out to several Senior New Collaborators the organization had made important **Visionary Steps** over the past year and noted that it still focusses on three global Practice Navigation Directions; **Sustainability, Innovation, Reputation** and domains as: **Consumerism, Healthcare and Technology** are Main Revenue Players. These domains are directly related to **Social Change Behavior**. Those Movements we follow closely, every day.

While CICO was notably single founded during its meteoric, and still ongoing **Growth** phase, the organization has not bought any Agencies or has no external funding incorporated.



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## F Reporter:

That, said Carl, could change over the next coming years. Acquisitions could occur. But he denied that the firm is focusing more on margin as revenue growth has tapered off. We're **Reinvesting** as we always have what money we earn into **New Programs, Creative Capacity, Strategic People** and **Technology** which help us **Grow**. We're not interested in any short-term financial Strategy. Our task is to **Empower** our Industry. This requires a devoted **Focus** on our **Services**.

Ultimately, said Carl, CICO needs to continue to compete more broadly. The budgets that are available, we have to get a bigger share of, pointing to the organization's role as a **Primary Innovative Sustainable Communication Agency**.

Our core **Mission** stays, and always will be; to focus on helping our Clients - and the Industry to **Improve** mutual Connectendness between Parties to achieve more **Prosperity** for both.

We're working on that part every day with **Great Passion**.

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Carl Vermeulen CEO CICO Global Holding Inc.



*End of Interview*

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