

**PASSIONS**



thank you to those fighting for our lives

Small. Mighty. Open for business.

OUR LOCAL HEROES LONDON THANKS YOU

Disney+

STAY HOME. PROTECT THE NHS.



←  
B C



**YESTERDAY**

**TODAY**

**TOMORROW**

**YESTERDAY**

**TODAY**

**TOMORROW**

The background of the image features the five interlocking Olympic rings in a dark, textured, metallic appearance. In the center ring, a person in a mascot costume is visible, standing in a brightly lit tunnel. The overall scene is dark and atmospheric, with some light trails or smoke-like effects around the rings.

**FROM SPORT PR AGENCY TO  
FULL-SERVICE SPORT & ENTERTAINMENT  
SPONSORSHIP BUSINESS**

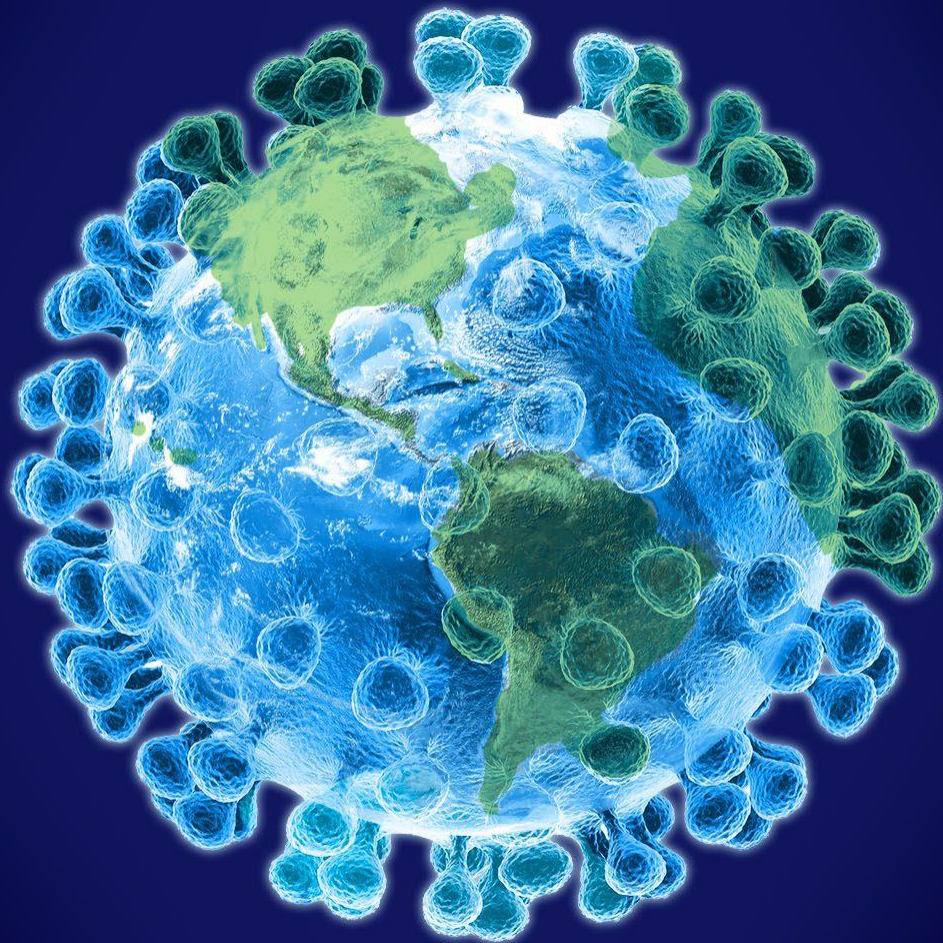


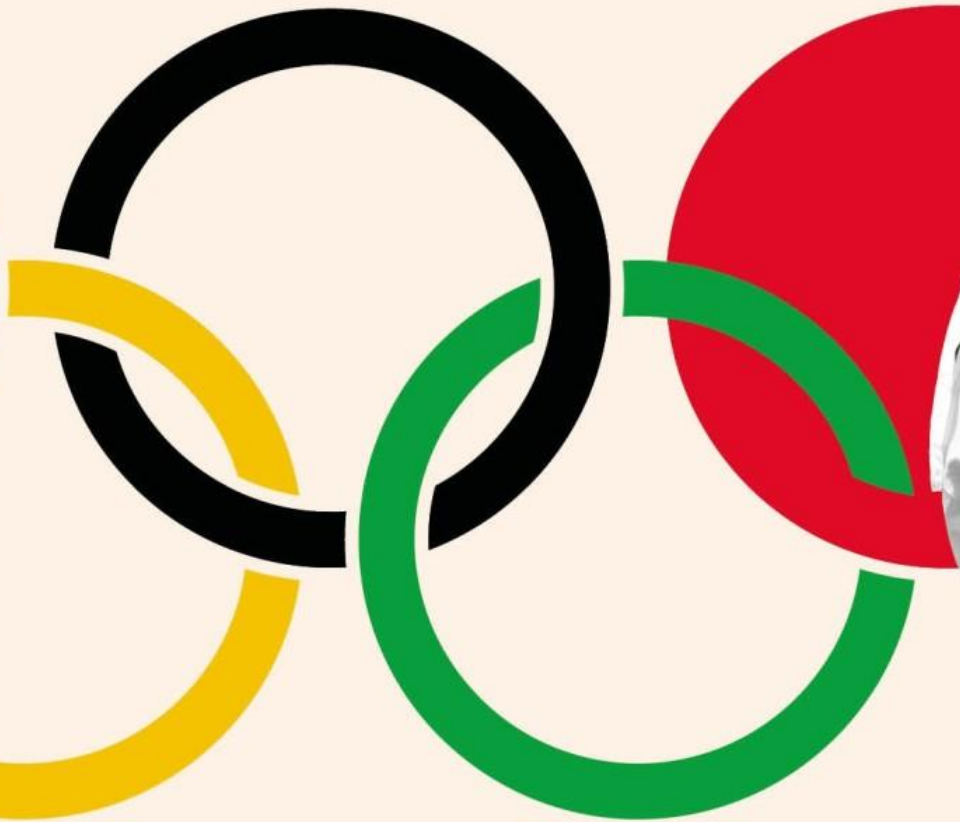
**FROM SINGLE UK OFFER TO  
6 STRATEGICALLY KEY GLOBAL HUBS**

# **DOUBLE DIGIT YEAR ON YEAR GROWTH TO 2019**



**£15M  
REVENUE**





**Cancel**  
the TOKYO  
**Olympics**





## ***Glastonbury Festival Canceled Because of Coronavirus***

Britain's biggest music event was due to celebrate its 50th anniversary in June and be headlined by Paul McCartney, Taylor Swift and Kendrick Lamar.

**CINEMA CLOSED**  
**UNTIL REAL LIFE DOESN'T FEEL LIKE**  
**A MOVIE**      **STAY SAFE, BE KIND**



A professional video camera is the central focus, mounted on a tripod. The camera's main LCD screen displays a scene of two men on a red carpet, with the London Eye visible in the background. A smaller secondary screen on the right also shows the same scene. The camera is equipped with various accessories, including a microphone and a 'Box' branded device. The background is a blurred crowd of people and bright lights, suggesting a high-profile event.

**DIGITAL EXPERIENCES  
& CONTENT FOCUS**

**BORN TO MIX**

**WE'RE LOUDER TOGETHER**

*'My disability is not the issue, it's people's outdated views'*  
**SIAN**  
Disability advocate

**SHARE TO MAKE US LOUDER**

**THE ABSOLUT CHOIR**

*'I want people who look like to see themselves represented'*

**DOUBLED DOWN INVESTMENT IN CREATIVE**

**THE ABSOLUT CHOIR**

VISIT @ABSOLUTUK FOR MORE STORIES





**COMMITMENT TO INCLUSIVITY  
(IN AND OUT)**

A vibrant nightclub scene with a DJ at the center and a large, energetic crowd dancing and socializing. The DJ is a woman with long blonde hair, wearing a black top and a fishnet bodysuit, with headphones around her neck. She is surrounded by a diverse group of people, many of whom are holding up their phones to capture photos or videos. The atmosphere is lively, with people dancing and socializing. The text "REPOSITIONED AGENCY OFFER" is overlaid in the center of the image in a bold, white, sans-serif font.

**REPOSITIONED AGENCY OFFER**

**YESTERDAY**

**TODAY**

**TOMORROW**

# SIGNIFICANT GROWTH FROM ALL SIX OFFICES



# REVENUES

**£18.1M**

2020

**£24.5M**

2021

**£33.4M**

2022

# REVENUES

**+116%**

Post pandemic

**+77%**

Pre-pandemic high

**MOST AWARDED UK AGENCY IN OUR SPACE**  
**6 TIME SPORT AGENCY OF THE YEAR**  
**3 TIME SPONSORSHIP AGENCY OF THE YEAR**

SONOS

King

NEDBANK



Coca-Cola

KIA

Virgin O<sub>2</sub>

ABSOLUT.

DANONE

HUAWEI

FERRERO

BBC  
Worldwide

adidas

Reebok

Dettol

AMSTEL



BET★

AXE

new balance.

WHOOP

Heineken

Red Bull

BNY MELLON

FOSSIL

SHIMANO

BRIDGESTONE

OAKLEY

barclaycard

BARCLAYS



Ladbrokes



MTV  
BASE

Foot Locker

Discord

Ballantine's

women's  
EURO  
ENGLAND 2022

Dreams

CORAL

SONOS

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EURO  
ENGLAND 2022

Dreams

CORAL

New positioning

# THE CREATIVE **PASSIONS** AGENCY



# PASSIONS NOW DEFINE WHO WE ARE

It used to be what we  
did and where we lived.  
Now, it's what we love

**ENGAGING PEOPLE THROUGH THEIR PASSIONS  
DELIVERS SIGNIFICANT BRAND, COMMERCIAL  
AND SOCIETAL BENEFITS**

**WE MAKE BRANDS CULTURALLY RELEVANT BY  
EMBEDDING THEM AUTHENTICALLY IN PASSIONS**



**YESTERDAY**

**TODAY**

**TOMORROW**

A glowing red heart outline is centered on a dark, textured brick wall. The heart is filled with a bright red light that radiates outwards, creating a soft glow. Inside the heart, the word "PASSIONS" is written in a bold, white, sans-serif font.

**PASSIONS**

**NEW PRODUCTS**

**NEW PLACES**

**NEW PRODUCTS**

**NEW PLACES**

# STEP UP

A dedicated offer to help clients affect change in the DE&I and ESG territories through the spaces where they have influence.

**Soft launch in 2022 generated  
£1m revenue.**

# PASSION PULSE

Proprietary data and AI tool to measure and track the power of passions for brands.

**Annual revenues of £2m  
by end of 2024.**

# FABRIC

Dedicated offer helping brands reach Gen Z & lifestyle audiences through less traditional passion spaces, which we call Hyper Passions.

**UK launch in 2022 delivered  
£2.5m revenue.**

# RIGHTS HOLDERS

Applying our brand expertise  
in sport & entertainment to  
rights holders.

Helping them target brands more  
effectively and generate additional  
revenue sources as a result.

Exploring M&A approach  
to fast-track this offer.

**NEW PRODUCTS**

**NEW PLACES**



**SINGAPORE**

A nighttime photograph of a city skyline, likely Shanghai, featuring several prominent skyscrapers illuminated with lights. The buildings are reflected in the water in the foreground. The text "MIDDLE EAST" is overlaid in the center of the image.

# MIDDLE EAST

**TO BE THE MOST  
INFLUENTIAL, FAMOUS & INCLUSIVE  
CREATIVE PASSIONS AGENCY  
IN THE WORLD**

WORKS A MATCH  
SPORT & ENTERTAINMENT

THANK YOU