
CREACTIVE HUB
2024
ANNUAL
REPORT
Superpowered by humans. By you. By us.

Disclaimer

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A LETTER FROM OUR CEO

2024 has been a remarkable year, filled with major challenges and achievements.

On one hand, we've continued our aggressive growth trajectory with a five-year **CAGR exceeding 50%** and a total **group revenue** surpassing **USD 15 million.**

On the other hand, we executed an ambitious plan with an investment of over **USD 500,000,** driving multiple initiatives to: develop and acquire new products; optimize operations; adopt new technologies; launch our own working framework; train our teams; open new offices; and launch a new umbrella brand.

The Group's **consolidated EBITDA** amounted to **USD 2.9 million**, reflecting both the impact of strategic investments and increased cost pressure from the appreciation of the Argentine Peso, particularly affecting CREACTIVE HUB.

It was also a strong year for **client development and new business growth,** with continued expansion among major clients, and the addition of new key accounts**.**

I'd also like to highlight our **M&A activity**—having analyzed over 25 potential targets, we expect to finalize **one acquisition in Q1 2025.**

Finally, I want to extend my deepest thanks to **our incredible team, our partners, and our clients**—our greatest source of pride.

We head into 2025 with ambition and great excitement.



Ignacio Acosta
CEO

CRE ACTIVE HUB

MARKET OUTLOOK

Latin America remains one of the most promising regions for the creative and digital marketing industry. Despite economic and political challenges, it offers a unique blend of scale, creativity, fast-paced digitalization, and competitive costs.

2024 KEY ECONOMIC INDICATORS

Country	GDP (USD B)	Inflation Est.	Population (M)	Highlights
Mexico	$1,800 B	~4.3%	129	Mature, tech-savvy market; expansion hub.
Argentina	$620 B	~200%	46	Strong for service exports; creative powerhouse.
Chile	$320 B	~3.5%	19	Stable and digitally advanced.
Colombia	$330 B	~9%	52	Young, digital-native workforce.
LATAM (ex. Brazil)	**$3,500 B+**	—	**270+**	Higher GDP than India with less than half the population.

💡 **Strategic Insight**: LATAM's GDP (ex. Brazil) exceeds India's, with under half the population (~270M vs ~1.4B), meaning **greater purchasing power per capita** and a region ready for innovation and exports.

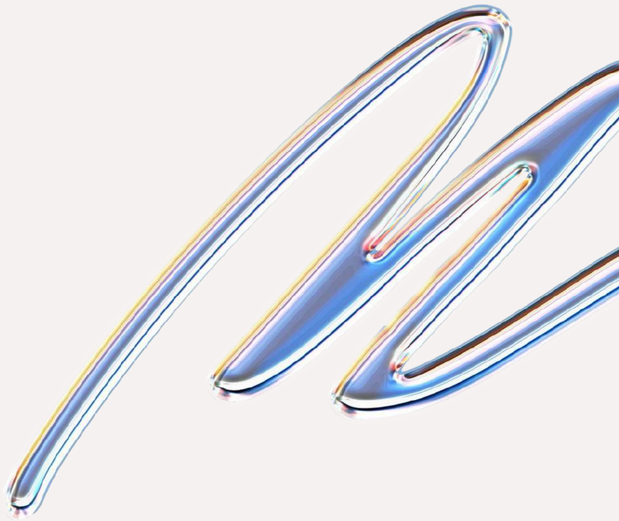


Marcos Naddeo
Client & Expansion Director

CRE ACTIVE HUB

MARKET OUTLOOK

Marketing landscape in 2024 was characterized by its fast change and complexity.



Our clients are facing an ever-more complex marketing environment that presents new opportunities to advertise, but also more fragmentation. This in turn requires more advice from agencies, which is expected to be a positive driver of future growth. This complexity is being driven by:

- AI influencing where and how clients invest their money
- Social and influencer channels shaping consumer behaviour
- The convergence of culture and entertainment
- Clients requiring more data and more insights from that data
- The rapid evolution of media channels providing advertisers new ways to reach consumers, such as retail media channels and TV streaming platforms introducing ad-supported tiers
- Significant geopolitical events and an increasingly polarised political environment
- Harnessing Big Data and AI Through Human Creativity



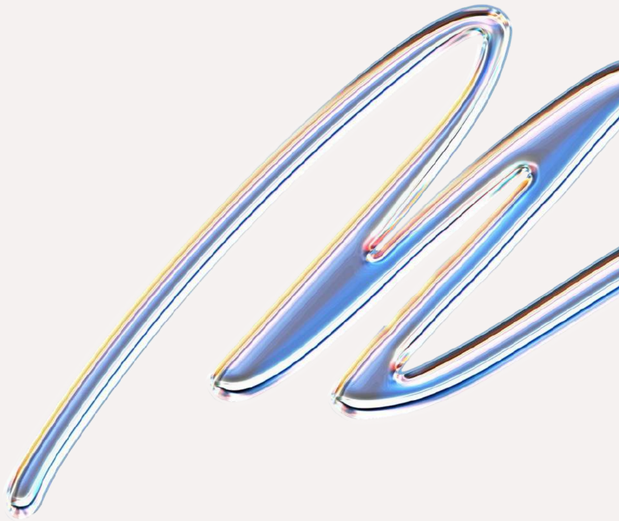
Marcos Naddeo
Client & Expansion Director

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STRATEGIC TRENDS & MARKET OPPS

KEY REGIONAL TRENDS

- **Creative Nearshoring & Outsourcing:** LATAM is a hub for global agencies seeking top talent and cost efficiency.
- **Social Media Leadership:** Among the most active users globally—ideal for content-first strategies.
- **eCommerce Growth:** Driven by platforms like Mercado Libre, Rappi, and TikTok commerce.
- **Digital Investment Rise:** Despite macro volatility, digital budgets are increasing across sectors.



OPPORTUNITIES BY COUNTRY

- **México:** Hub for multinational brands. Digital spend growing fast. Nearshoring is boosting B2B service demand.
- **Argentina:** Higher service rates in USD improve margins. Globally recognized creative teams. Strong export potential.
- **Chile:** New local office. Smaller market, but digitally mature and stable with high per capita investment.



Marcos Naddeo
Client & Expansion Director

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ADVERTISING INDUSTRY AT A GLANCE



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MARKET OUTLOOK

ADVERTISING INDUSTRY AT A GLANCE

Annual change in advertising and marketing spending worldwide 2024. In 2024, marketing spending worldwide grew by approximately 9.4%

KEY TRENDS DRIVING GROWTH

#1 - ADVANCED PERSONALIZATION	The use of AI and data analytics has enabled more effective personalization in advertising campaigns.
#2 - SUSTAINABILITY	Brands have adopted more sustainable practices, reflecting a genuine commitment to the environment.
#3 - EVOLVING INFLUENCER MARKETING	Collaborations with influencers have increased, focusing more on genuine connections.
#4 - INTERACTIVE & REAL TIME CONTENT	The use of interactive formats has become popular, fostering engagement.

$1 .04 trillion

2024 Global advertising revenue

72.9 %

revenue capture by digital platforms

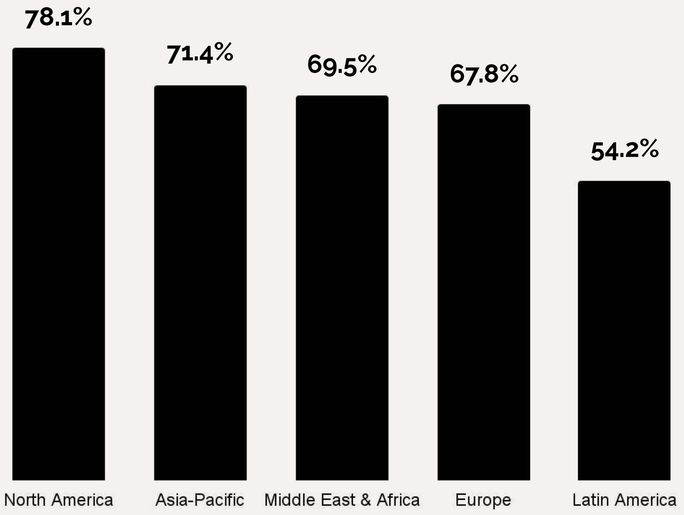
Google Meta amazon 阿里巴巴 Alibaba.com

control more than half of global ad revenues

DIGITAL AD SPENDING PENETRATION

2024, % of total ad media spending

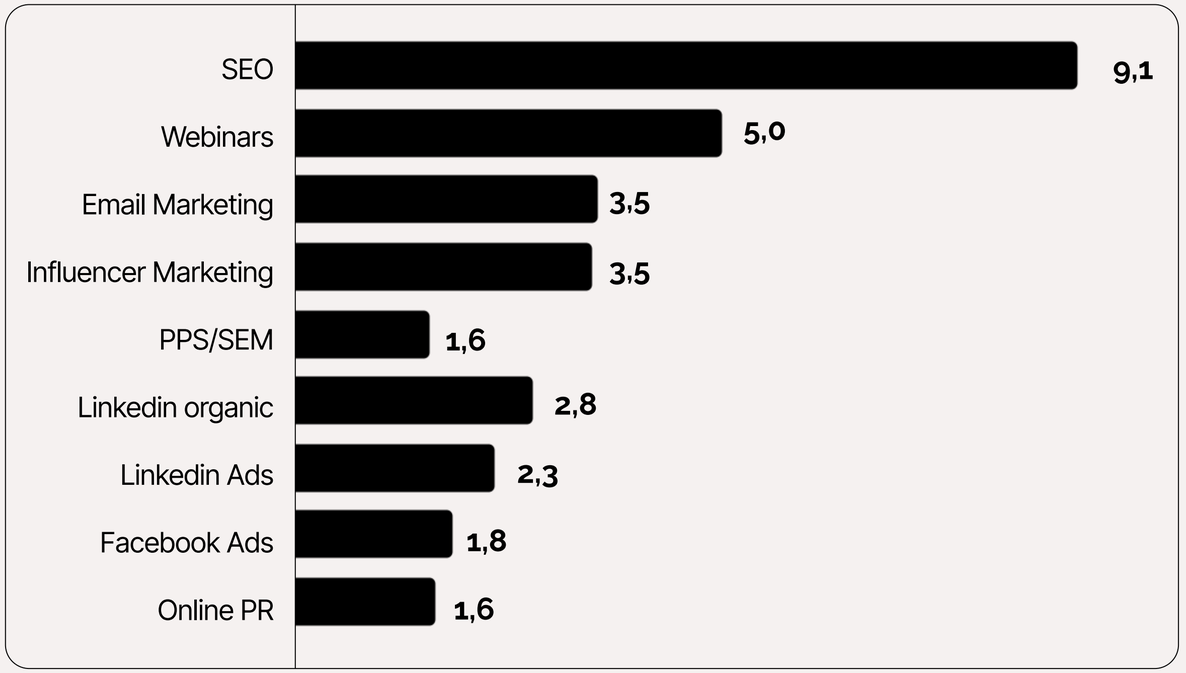
EMARKETER



MARKET OUTLOOK

ADVERTISING INDUSTRY AT A GLANCE

AVERAGE ROAS BY CHANNEL



15%

2024 GLOBAL ADVERTISING REVENUE

Increase in interaction rates on platforms like Instagram and TikTok

5.2%

CONVERSION RATE

Global average in digital campaigns

8%

COST PER ACQUISITION

Reduction in CPA through programmatic advertising

MARKET OUTLOOK

ADVERTISING INDUSTRY AT A GLANCE

While the industry experienced growth and innovation, it also faced restrictions and changes in investments from funds in 2024, driven by regulations, sustainability, and a renewed focus on technology. Companies that adapted to these conditions were more successful in attracting capital.

→ **REVENUE GROWTH**
Major advertising holdings like WPP, Omnicom, and Publicis Groupe reported average revenue growth of 8% to 12% compared to 2023. This increase was driven by growing demand for digital and integrated marketing services, as well as data-driven advertising strategies.

→ **MERGERS AND ACQUISITIONS**
The year saw an uptick in m&a activities, with holdings seeking to expand their portfolios by acquiring agencies specializing in technology, digital marketing, and sustainability. These acquisitions helped strengthen their capabilities and boost growth rates.

→ **GLOBAL EXPANSIONS**
Holdings also expanded their presence in emerging markets such as Asia and Latin America, where internet penetration and spending on digital advertising were on the rise

→ **INNOVATION & DIVERSIFICATION**
Investments in emerging technologies such as artificial intelligence, automation, and advanced data analytics allowed holdings to optimize their operations and provide better solutions to clients.

→ **SUSTAINABLE STRATEGIES**
With a growing focus on social responsibility and sustainability, many companies began implementing strategies that not only improved their reputation but also attracted additional investment.

→ **STRICTER REGULATIONS**
Regulators in various countries implemented tighter policies on advertising and marketing, especially concerning consumer data protection and privacy. This led investment funds to be more cautious when investing in companies operating in high regulatory risk areas.

→ **FOCUS ON SUSTAINABILITY**
Investment funds began to prioritize companies with sustainable and socially responsible practices. Those that did not meet certain sustainability standards faced decreased investment.

→ **CAPITAL SCARCITY**
Some advertising holdings struggled to attract capital, particularly small and medium-sized enterprises, due to market uncertainty and speculation about a potential economic adjustment.

→ **REDUCED INVESTMENT IN TRADITIONAL AD**
Funds began to shift capital away from traditional advertising (TV, print) toward digital marketing and emerging platforms.

→ **INTEREST IN TECHNOLOGY AND DIGITALIZATION**
There was a significant increase in investments in marketing technology and digital solutions, as funds sought companies that offered innovative capabilities and growth potential in the digital space.

MARKET OUTLOOK

OUR DEVELOPMENT CHALLENGE

In order to maintain the growth rate of the past years, we must develop the external financing strategy despite the difficulties the financial market is facing.

Building on our company's primary focus, which is to grow profitably, 2024 was a year of significant growth. In terms of net sales, the business grew by +47.5% compared to the previous year. We expanded our operations into two new markets: Brazil and Uruguay, and we also developed a new business segment called "wholesale media & talent".

On the other hand, 2024 was a year with strong investment in the pillars of our strategy: human centric and technology development. We hired high and mid-level seniority positions to build the structure that will allow us to scale the business to another level. We strengthened our core processes through the use of technological platforms and tools that allow us to streamline operational tasks.

The growth we have experienced in recent years has been through self-financing, without resorting to external sources. Investment initiatives were also funded with cash flows generated by operations.

Looking ahead to 2025, the main challenge we face is that, given the macroeconomic environment it is not possible to maintain the growth rate we have had in the last 5 years by doing so organically and using only our own resources. The restricted access to financing and high interest rates directly affect our acquisition policy, and we must prepare to face this challenge.



Hernan Di Costa
Chief financial Officer

CRE ACTIVE HUB

MARKET OUTLOOK

INFLUENCER MARKETING

2024 was the year Influencer Marketing pushed us to go further, but this is just the beginning.

We executed over 100 campaigns, operating simultaneously in more than 7 markets, with over 600 contracts and 1,600 contents published. We have expanded our reach across the region, but more importantly, we raised the bar for creativity and strategy.

We reimagined our processes to deliver end-to-end solutions with the highest quality standards, supporting a constantly evolving and increasingly demanding client portfolio. We became more agile, more innovative, and bolder than ever.

The future of Influencer Marketing isn't about following trends—it's about creating them. It's about challenging outdated rules, breaking the mould, and building new, authentic ways to connect.

2025 will be the year we redefine what it truly means to influence. We're ready!

+1600 content published

+650 contracts signed

+100 campaigns executed

+7 markets reached



Ximmy Martin
Influencer Marketing Services Director

MARKET OUTLOOK

CREATIVE SERVICE

In a year where creativity became the most valuable asset for brands, we rose to the challenge with innovation, strategy, and excellence.

The market evolved rapidly: personalization, automatization, and AI redefined the way campaigns and content are developed. Creativity was no longer just a differentiator—it became a driving force for growth and relevance in an increasingly saturated messaging landscape.

In response, we expanded our audiovisual production capabilities, delivering large-scale projects that elevated the quality and impact of brands across the region. We executed 360° campaigns that connected with diverse audiences across multiple markets, combining powerful storytelling with innovative formats.

At the same time, we optimized our high-volume production processes with AI, achieving greater efficiency without losing authenticity. We implemented new methodologies that made us more agile, strategic, and aligned with market demands.

2024 pushed us to redefine the boundaries of creativity. In 2025, the challenge will be even greater—not just to create, but to innovate with purpose, generate memorable experiences, and continue shaping the future of communication.

+20.000 assets developed

+15 audiovisual productions

+30% AI process optimization

+20 comprehensive campaigns



José Luis Sanchez
Creative Service Director

CRE ACTIVE HUB

MARKET OUTLOOK

MEDIA & SOCIAL MEDIA

Paid media investments continued to grow, with a focus on personalization and automation.

Brands reallocated their budgets to digital platforms, refined targeting strategies, and integrated more data to optimize ROI.

Social media platforms remained central to digital marketing strategies, enabling brands to form authentic connections with audiences by understanding their interests and behaviors.

Analyzing these insights became key to creating relevant campaigns that drove interaction, strengthened relationships, and delivered long-term results.

+100 social media plannings

+600 creatives

+300 resized assets

+2000 social media posts

+40,000 messages

+1,200 media campaigns

+1,600 ads

+500 reports



Federico Franzoni
Media & Social Media Services Director

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FINANCIAL HIGHLIGHTS



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FINANCIAL OVERVIEW

Continued growth momentum and Investment

- 2024 reported net revenue up +47.5%
- New business line, Wholesale Talent & Media, generated 26.3% of Revenue
- Outperformance in new business thanks to our go-to-market strategy. Top brands were won
- We landed in Chile's market and executed the first project with a renowned retail brand
- Operating margin rate at 42.8%
- $500k annual investment in people,data and technology

2024 KEY FIGURES

+47.5%

Net Revenue

42.8%

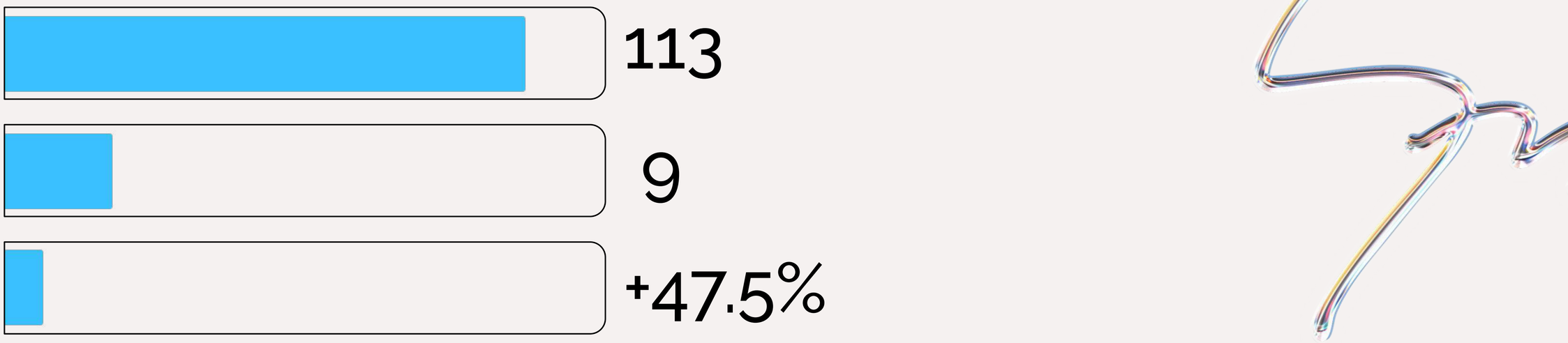
Operating Margin

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REMARKABLE PERFORMANCE OVER 5 YEAR BASIS WITH 50.2% CAGR

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ANOTHER RECORD YEAR IN TERMS OF REVENUE

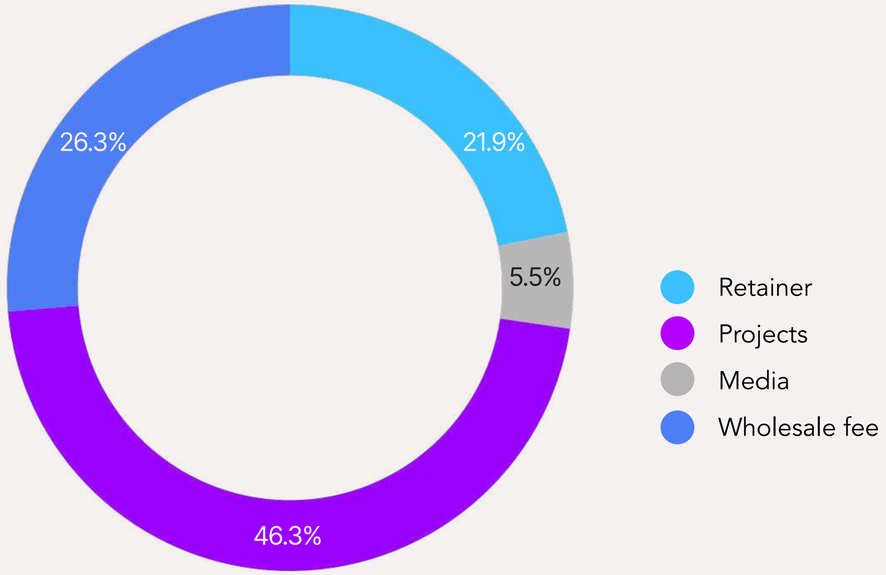


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REVENUE IN FY 2024

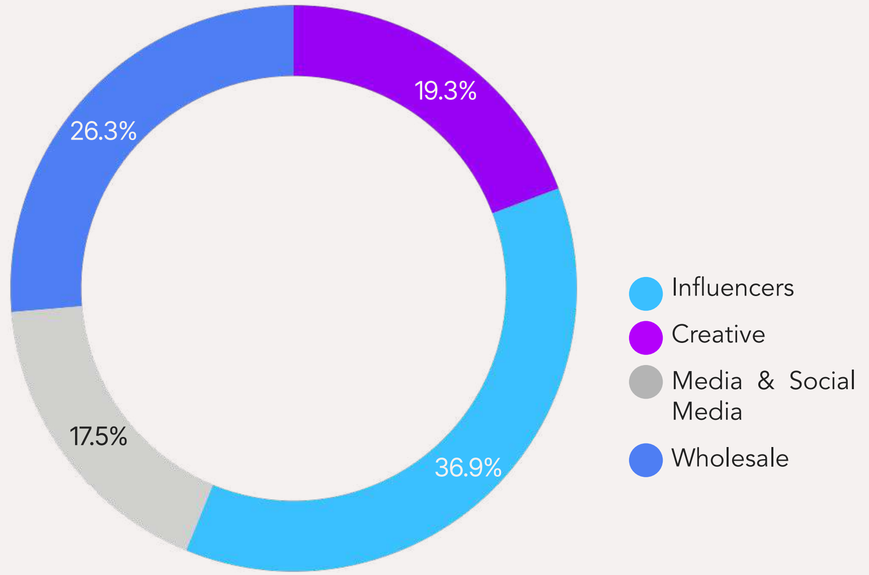
Breakdown by Business

- ➔ The sales of retainers experienced the highest growth compared to 2023, with an increase of 118%. The main reason was the social media fee from a new important client.
- ➔ In this way, the retainer/total sales ratio was improved.
- ➔ Media business maintained same pace of growth as 2023



Breakdown by Practices

- ➔ In 2024, there was growth across all business lines.
- ➔ The Media & social media unit tripled its sales volume
- ➔ Influencers marketing maintenance same pace of revenue as 2023
- ➔ New business line, Wholesale Talent & Media.



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OUR CUSTOMERS

We provide services to clients through integrated creative, media and influencers marketing

DIVERSIFIED CLIENT PORTFOLIO → We serve a diversified client portfolio across different industry sectors → **29** Active Accounts

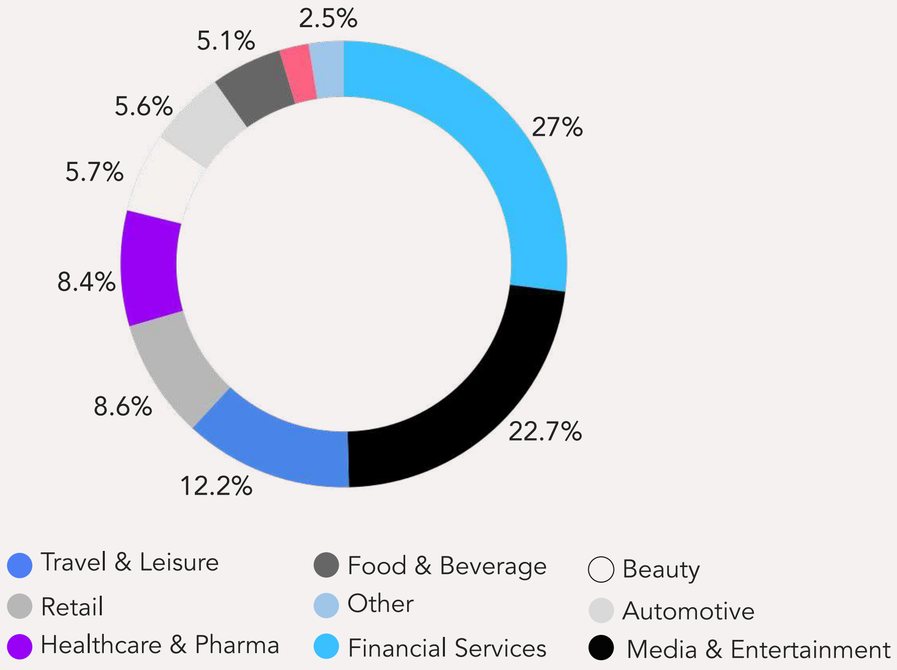
DEEP CLIENT RELATIONSHIPS → We have clients with long relationships → **33.5%** of 2024 revenue from clients with more than 7 years aging

NEW BUSINESS WINS → Major globals wins in 2024 → **25%** of 2024 revenue from New billings

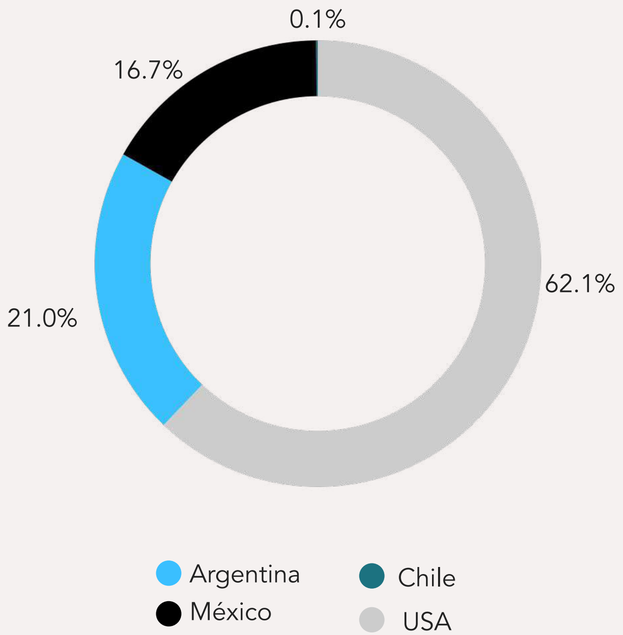
OUR CUSTOMERS

Our regional reach, in-country expertise and diversified portfolio come together to create extraordinary impact for our clients

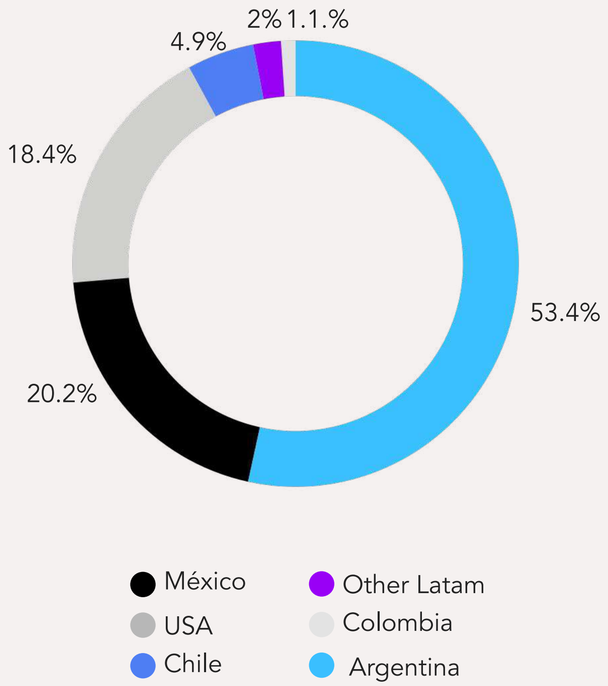
NET REVENUE by CLIENT SECTOR



NET REVENUE by BILLING COUNTRY



NET REVENUE by SERVICE COUNTRY



CRE ACTIVE HUB

2024 INVESTMENT PLAN EXECUTION

According with our business plan, we invested more than $500k during 2024.

KEY INVESTMENT DRIVERS

#1 -TALENT & CULTURE DEVELOPMENT

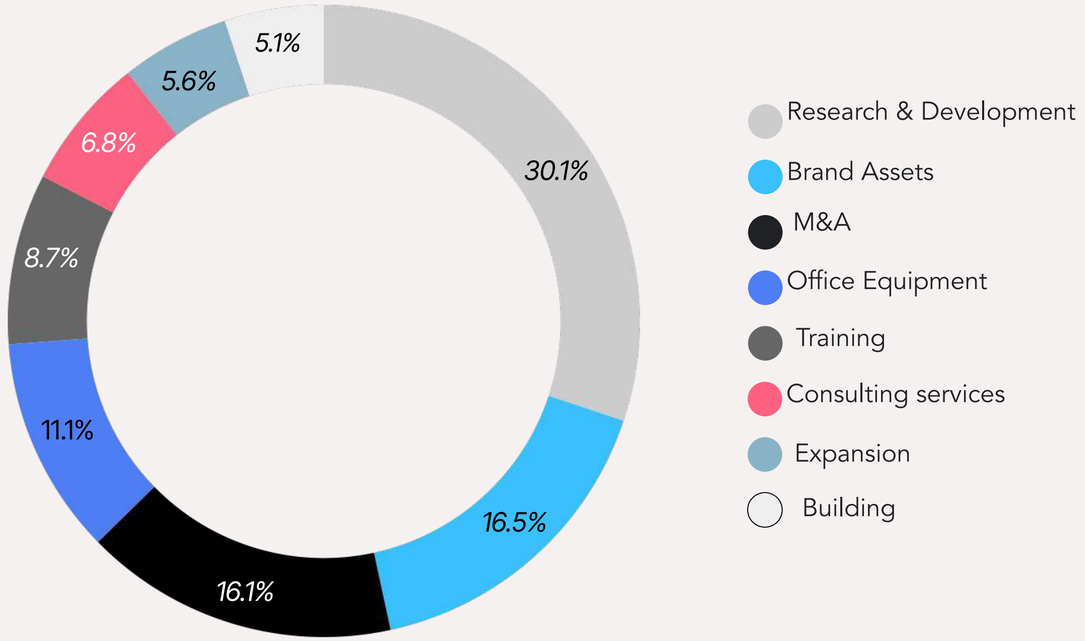
#2 - TECHNOLOGY AND DIGITALIZATION

#3 - NEW PRODUCTS DEVELOPMENT

#4 - MERGE & ACQUISITIONS

#5 - LAUNCH OUR OWN FRAMEWORK

2024 TOTAL INVESTMENT [USD K]



2024 ANNUAL REPORT

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THE SUPERPOWERED PROJECT

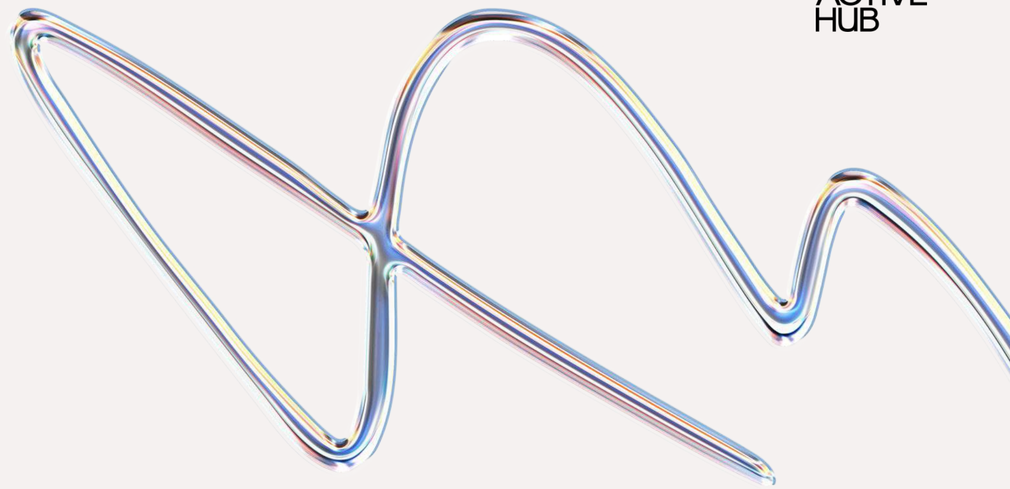
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The goal

Establish a global-scale creative hub, with a regional focus in America; distinguished by its way of work and creativity.

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THE SUPERPOWERED PROJECT

RATIONAL

- **Hub:** Integrate acquisitions while applying insights gained from WPP and other failed network projects within the advertising industry
- **Creative:** Create conditions to cultivate the ultimate human talent within an IA driven world.
- **Global scale:** An agency operating on a global level.
- **Regional Focus:** Unlock the potential of regional agencies serving Fortune 500 companies and leverage their endorsement to propel mid-market growth in the USA.
- **Way of Work:** Merge the optimal practices of Big 4 consulting firms (and top-tier advertising agencies), with the efficiency and effectiveness for quality results of creative energy, flexibility, and out-of-the-box thinking.



We believe that creative energy is the ultimate human superpower.
We are a hub and we ooze creativity across every marketing platform.
We have regional talent and generational power.
We synergize to become one, that’s how we bring ideas to life.
We capitalize technology and data to achieve success.
We forge impact through cultural connections.
We help brands reach people wisely.
We are active, and we are creative. We are actively creative.

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WE ESTABLISHED OUR PROJECT **STRATEGIES**

01
Unique strong culture and a distinctive archetype.

02
Talent Development and Knowledge Management.

03
Organizational framework based on focus and functionality.

04
Project centric team management.

05
State of the art project management.

06
Proactive New Business approach.

07
DYNAMIC Account management.

08
Marketing and Brand Identity.

09
Product and portfolio development.

10
Strategic Acquisitions.



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“CULTURE IS OUR STRATEGY”

01

Unique strong culture and a distinctive archetype.

02

Talent Development and Knowledge Management.

03

Organizational framework based on focus and functionality.

CULTURE IS OUR STRATEGY

DRIVING TALENT & CULTURE INNOVATION IN 2024

At Creactive Hub, we understand that talent is our most valuable asset. In 2024, we focused on nurturing a culture of growth and continuous development, enabling our people to thrive while achieving the best outcomes for the company.

Talent Development

Lattice became our central platform for talent growth, empowering employees with meaningful feedback and development opportunities.

We fostered a culture of continuous feedback through regular 1:1 sessions and structured onboarding & exit surveys.

A revamped onboarding process ensured that every new Creactor felt supported and aligned from day one, while a refreshed exit process allowed us to learn and evolve.

CREACTIVE for change

As part of our commitment to social responsibility, we launched the CREACTIVE for change initiative, bringing our people together for impactful actions like a voluntary blood donation day, demonstrating our shared responsibility to make a positive difference.

Employee Development – Creactive Academy

We created Creactive Academy, expanding our learning offerings with programs like Advertising 101, LinkedIn Learning, and expert-led workshops, all designed to enhance the skills that drive our success.

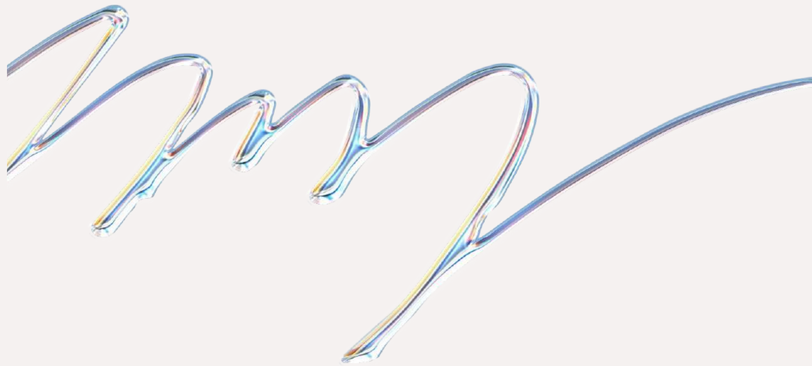


Laura Mariño
Chief People Officer

CULTURE IS OUR STRATEGY

FOSTERING TALENT MANAGEMENT AND EMPLOYEE ENGAGEMENT

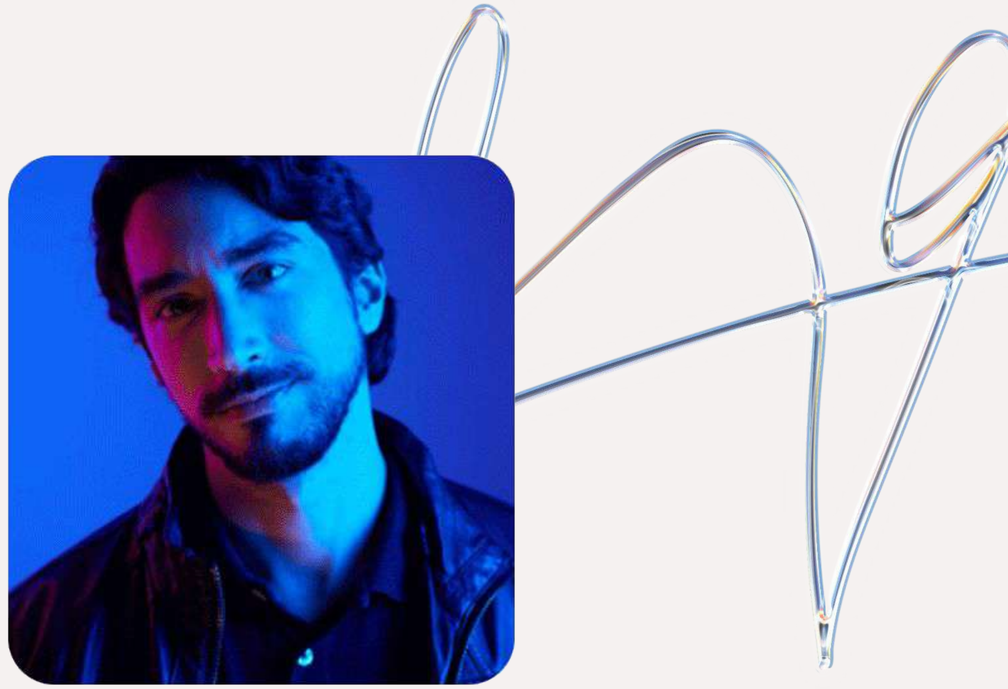
During 2024, our focus was also on fostering talent, ensuring every employee is empowered to grow and succeed. From performance reviews to career path development, we continued to invest in our people—driving a culture of continuous learning and improvement.



- **Performance Review Process** Clear, transparent, and aligned with company goals.
- **Career Path Development** Created structured career paths capturing the nature of our business & industry to guide employee growth.
- **Employee Engagement** Designed a comprehensive 2025 Employee Engagement Plan to ensure employees remain motivated and aligned with our company's mission.

CULTURE IS OUR STRATEGY

ENHANCING EFFICIENCY AND TALENT ACQUISITION



- At **Creactive Hub,** we know that success is built on strong processes and **great people.** In 2024, we optimized our HR operations and talent acquisition strategies, aligning them with our vision for growth, efficiency, and a more connected workforce.

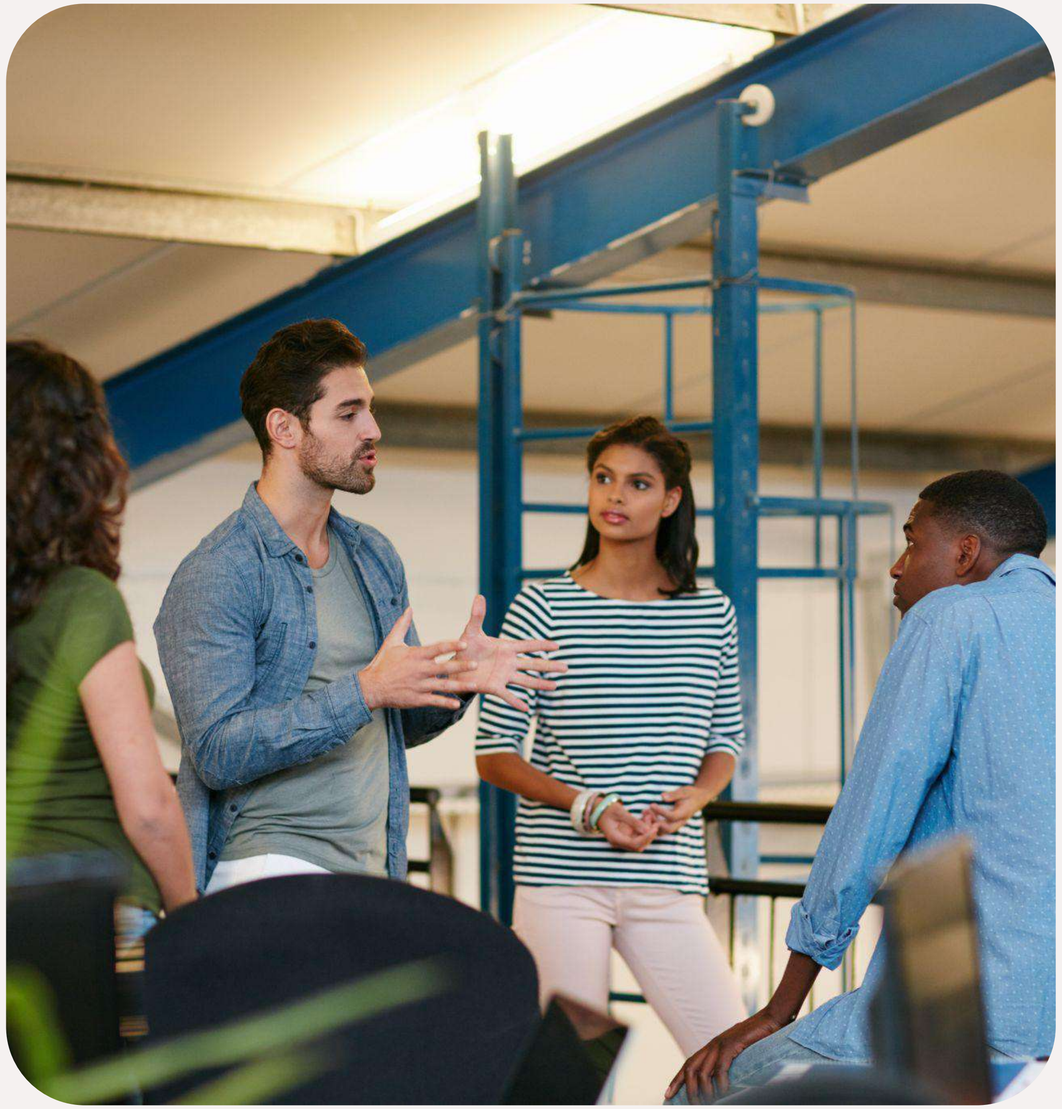
- We streamlined our requisition approval process, cutting down time and **improving the efficiency** of our hiring pipeline.

- The introduction of **BambooHR** new module for tracking searches allowed us to enhance candidate pipeline management.

- We embraced a new approach to talent attraction, aligning job postings with our evolving brand identity and strengthening our presence on **LinkedIn.**

CULTURE IS OUR STRATEGY

HR OPERATIONS EXCELLENCE



REGIONAL STANDARDIZATION

- We enhanced operations in our Mexico & Chile offices, ensuring a more uniform and efficient approach across regions.
- A new **travel policy** was introduced to optimize costs while improving employee mobility, demonstrating our commitment to operational excellence.
- **BambooHR** played a key role in automating key HR processes, allowing us to focus on what matters most: our people.
- We made **data-driven decisions** by conducting a macroeconomic analysis to adjust salaries, ensuring our compensation strategy aligns with the market.
- We also refined our **salary review and off-cycle** processes, guaranteeing fairness and alignment across teams.

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WAY OF WORK

04

Project centric team management.

05

State of the art project management.

CRE ACTIVE HUB

WE HAVE DEVELOPED A PROJECT MANAGEMENT FLOW

1. DIGITAL CATALOG
- Includes over 180 deliveries with declared hours, scope, and involved tasks.
- Determines the standard cost of each brief in real-time based on its scope.

2. SERVICE LEVEL AGREEMENT
- Defines the minimum response times required for deliveries.
- Sets clear expectations, ensuring service levels are met.

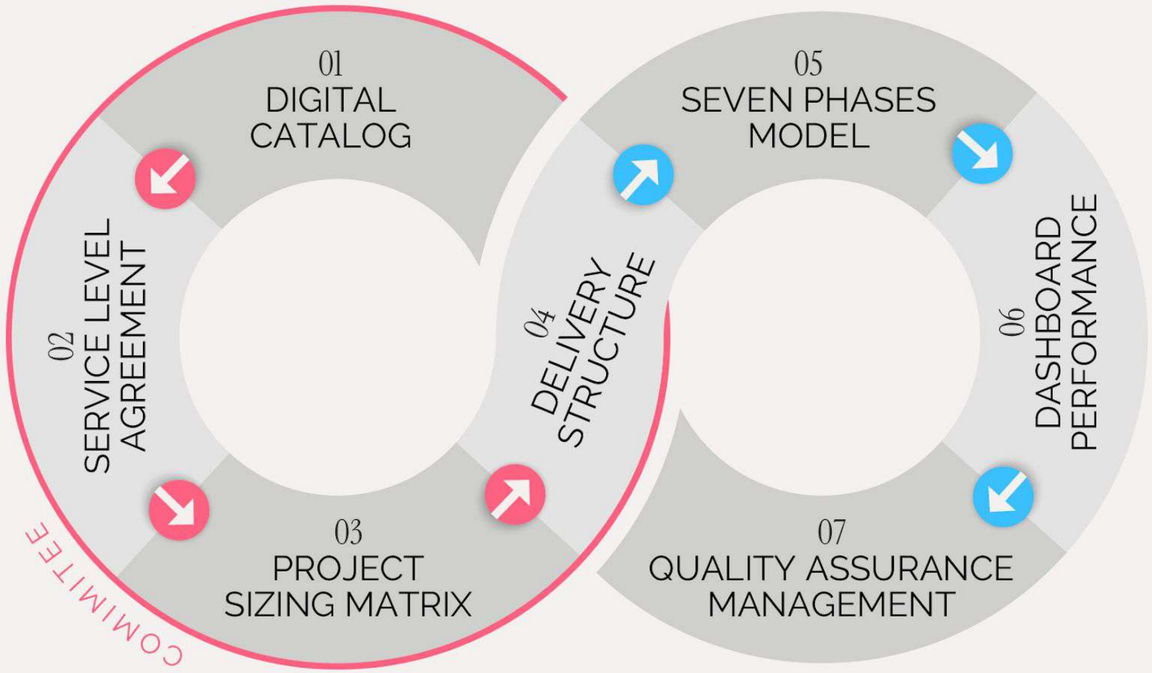
3. PROJECT SIZING MATRIX
- Determines the size and importance of the brief.

4. DELIVERY FRAMEWORK
- Assigns a cap on hours, deliveries, and resources.
- Detects variations between scope and the size/importance of a brief.

5. 7 PHASES MODEL
- Agency- project management model.

6. DASHBOARD PERFORMANCE
- Control panel with KPIs measuring key variables in the project management process.
- V1 focused on Influencer Marketing.

7. QUALITY PROGRAM
- Quality management program analyzing quality, time, and customer service.



PROJECT MANAGEMENT 7 PHASES

The Creactive Hub Model for Driving Project Performance and Quality

The hybrid approach strikes the optimal balance between structure and flexibility.
It enables teams to follow a disciplined approach for managing project milestones, approvals, and deadlines (Waterfall), while allowing for creative iteration, client feedback incorporation, and fast problem-solving (Agile).



7 PHASE PROJECT MANAGEMENT MODEL

01 BRIEFING

Ownership → Account Management & New Biz

Key Elements

01. Delivery requirements
02. Project background info (brand/product and audience)
03. Question funnel
04. Clear objective setting
05. Initial budget and resource review

Outcome → Approved brief

02 STRATEGY & PLANNING

Ownership → Project Management

Key Elements

01. Diagnosis
02. Creative Strategy
03. Media Strategy
04. Profile Strategy
05. Project categorization, resource allocation, and team setup
06. Work plan (Task boards & Gantt charts in Productive)

Outcome → Strategies & work plan

03 CAMPAIGN DEVELOPMENT

Ownership → Creative & Practices

Key Elements

01. Creative process:, creativity
02. Alignment between brief objectives, strategies, concept, and creativity
03. Ensuring agency value proposition differentials
04. Fast approval process using tech
05. Continuous client feedback integration

Outcome → Client proposal

04 CONTENT CREATION & PRODUCTION

Ownership → Practices

Key Elements

01. Problem-solving
02. Content creation autonomy
03. Effective team coordination
04. Resource and production timeline management
05. Quality control

Outcome → Final approval

05 DELIVERY

Ownership → Practices

Key Elements

01. Internal and external team coordination
02. Clear and effective communication
03. Final quality check
04. On-time delivery
05. Contingency management

Outcome → Publication

06 CAMPAIGN MANAGEMENT & REPORTING

Ownership → Project Management & Practices (reporting)

Key Elements

01. Continuous campaign coordination
02. Smooth client communication
03. KPI monitoring and analysis
04. Identifying improvement opportunities
05. Detailed reporting

Outcome → Campaign improvement action plan & reports

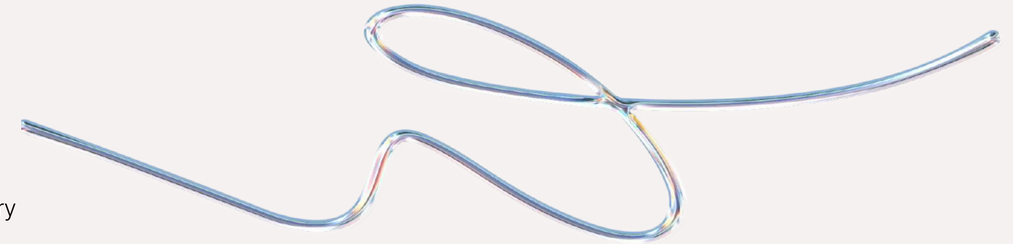
07 LEARNING

Ownership → Project Management

Key Elements

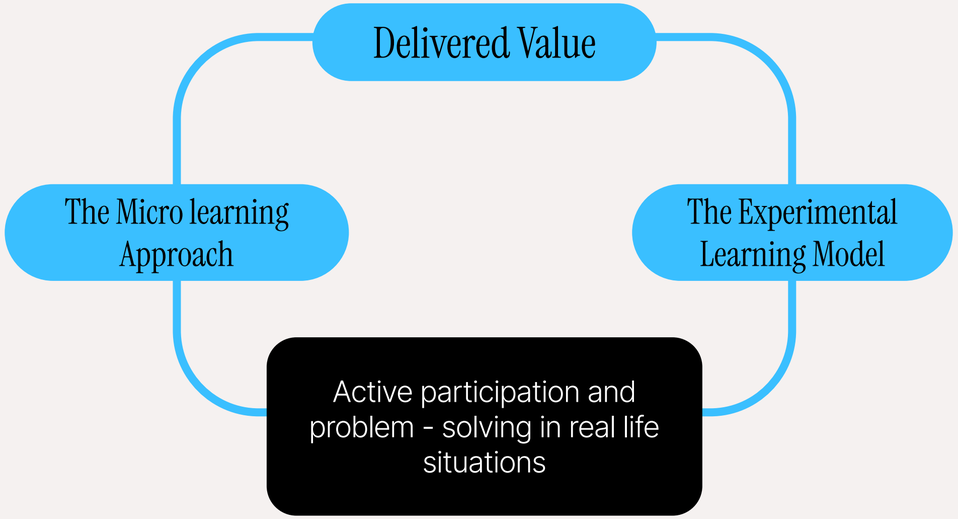
01. Team feedback
02. Client feedback
03. Documenting learnings
04. Goal achievement evaluation
05. Project closure and archiving in Productive

Outcome → Learnings and project closure in Productive



QUALITY PROGRAM

We have a program specifically designed to ensure maximum value and quality in every project, implemented with the goal of driving continuous improvement in our services through constant learning.



Methodology

We analyze the gap between perception and delivered value (gap analysis), allowing us to identify opportunities for improvement.

Implementation

The design and development of the quality program was carried out in the second half of 2024. The first surveys were conducted in Q1 of 2025

WORKFLOW

SURVEY → Quarterly survey distribution

EVALUATION → Review and assessment of survey results

DISCOVERY → A meeting is organized to deepen learnings

DIAGNOSIS → Findings are reviewed and analyzed to identify gaps in delivered value

DECISION → Development and presentation of an action plan with improvements. Corrective or preventive measures will be taken.

LEARNING → Evaluation of measures and continuous improvement

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CLIENT & EXPANSION FOCUS

06

Proactive New Business approach.

07

DYNAMIC Account management.

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NEW BUSINESS STRATEGY

A PROACTIVE, SCALABLE MODEL

At Creactive Hub, our New Business approach is one of our strongest differentiators. While many agencies wait for opportunities to come to them, we've built a proactive, multi-channel commercial engine designed to generate consistent pipeline and expand across Latin America.

MULTI-CHANNEL GROWTH STRATEGY

1. **Inbound (Organic)**
   - → Clients reach out based on our reputation, case studies, and word of mouth.

2. **Search Positioning (SEO & SEM)**
   - → We're building a strong presence in search engines to drive high-intent inbound leads through SEO/SEM.

3. **Proactive Outbound (SDRs Team)**
   - → A dedicated team of Sales Development Representatives executes structured outbound campaigns targeting Fortune 500 companies across Latin America.
   - → Outreach is personalized, segmented by industry, and continuously optimized.

4. **Search Positioning (SEO & SEM)**
   - → Our upcoming strategy includes active social media and a refreshed website focused on content, thought leadership, and lead capture.



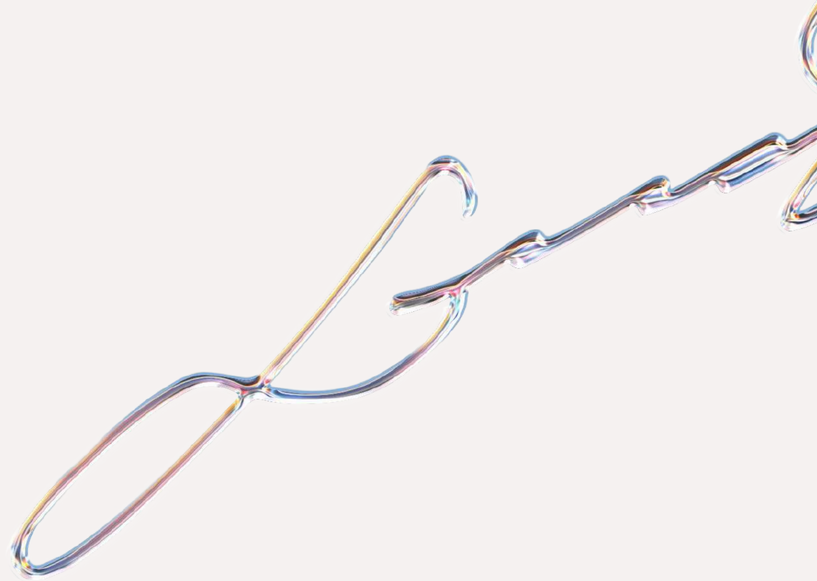
Marcos Naddeo
Client & Expansion Director

CRE ACTIVE HUB

IMPACT IN NUMBERS

WE DON'T WAIT FOR LEADS—WE MAKE THE CALL

We believe in creating growth, not waiting for it. Our commercial team isn't a support function—it's a growth engine. And it's working.



TARGETED GROWTH STRATEGY

- In Latin America, we focus on Fortune 500 companies, where we offer integrated creative, media, and influencer services tailored to regional operations.
- In the United States, we target high-potential SMBs, especially fast-growing companies looking for flexible, digital-first partners.

+28.000
curated outbound emails delivered to decision-makers across LATAM over the last 30 months

+320
qualified meetings generated

+12
new accounts closed across key markets



Marcos Naddeo
Client & Expansion Director

CRE ACTIVE HUB

DYNAMIC ACCOUNT MANAGEMENT

A dynamic model focused on long-term relationships and continuous improvement

In 2024, we consolidated our Dynamic Account Management system, led by our Account Directors and overseen by the Client & Expansion leadership.

This system is fully integrated with our in-house Quality Program, which includes:

Quarterly client surveys.

- Evaluation areas: service quality, response time, innovation, feedback management, and responsiveness to feedback.
- This structured process allows us to continuously adjust our methodologies and raise our service standards.

Our account team plays a critical role in ensuring client success and sustainable growth:

- Identify and anticipate business needs.
- Translate marketing goals into clear briefs for creative, media, social, and influencer teams.
- Drive account growth through cross-selling, upselling, and strategic vision.
- Facilitate internal coordination to ensure focus, efficiency, and quality delivery.
- Act as the voice of the client within the agency and the face of the agency to the client.
- Track and report results with a strong focus on impact and KPIs.
- Support clients through transformation and scaling processes as true long-term partners.



Marcos Naddeo
Client & Expansion Director

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MARKETING & GROWTH

08
Marketing and Brand Identity.

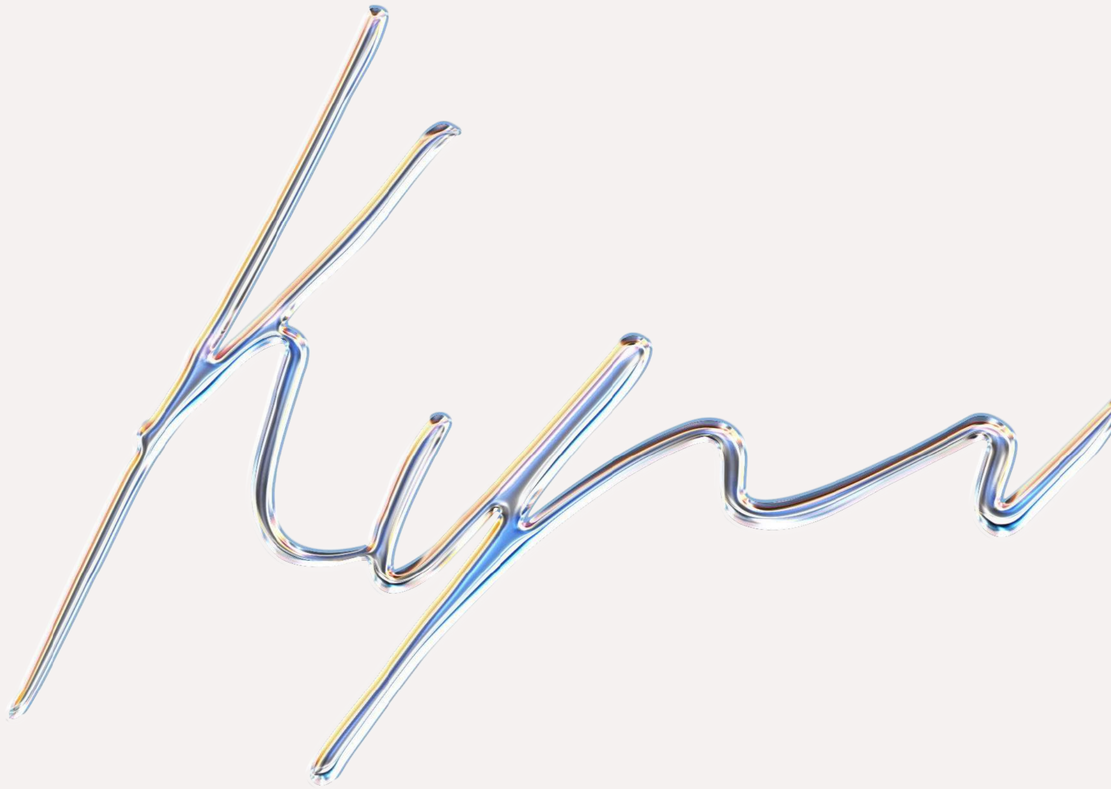
09
Product and portfolio development.

10
Strategic Acquisitions.

CRE ACTIVE HUB

OUR DIRECTOR'S VISION

"The goal: TO Become a +100 u$s millions marketing services network. Whilst integrating all the brands of the hub within a single umbrella brand, in order to be simple and consistent in the go to market and communication strategy."





Cecilia Catalano
Marketing & Growth Director

BRAND IDENTITY

We've embarked on a journey to redefine how we present ourselves.

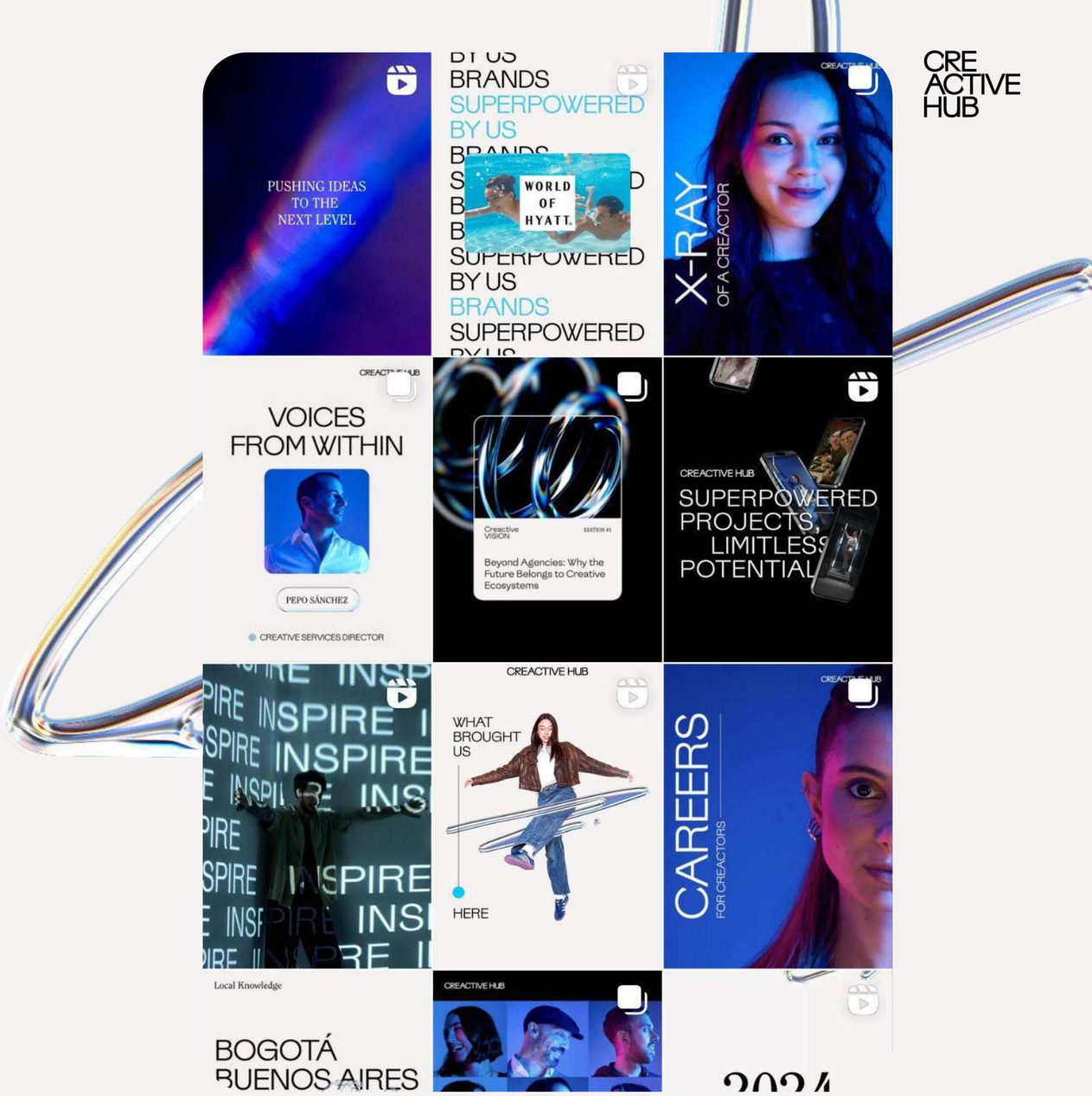
In 2024, we laid the groundwork for a stronger, more dynamic brand, fueled by technology, data, and the ultimate human superpower: creativity.

This new identity with a refreshed look and a deeper soul was designed to help us grow Creactive Hub in a more consistent and impactful way.

Every touchpoint has been reimagined.

WE HAVE A NEW BRAND BOOK THAT INCLUDES:

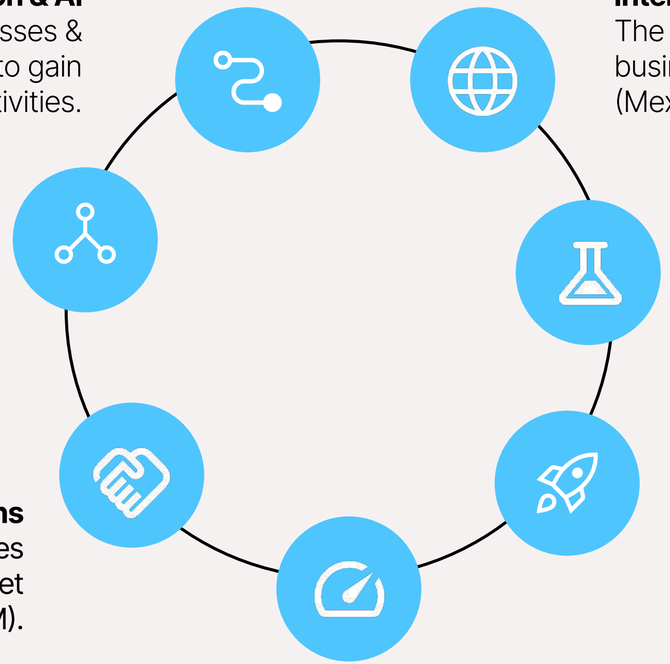
- New brand manifesto
- New reel
- New values and mission
- A masterdeck
- Claims
- Compositions
- Fonts & color definition
- Tone of voice
- Photography
- Interior design
- Visual assets
- Applications



MULTI-CHANNEL GROWTH APPROACH

Automatization & AI
The company plans to implement processes & technology (including AI components) to gain efficiencies in all their core activities.

Internationalization
The company plans to accelerate its business development in North America (Mexico and US).



Cross & Up selling
Leverage on the group's customer base (especially Soicos) to sell more services to its customers and scale them through regional projects.

Innovation
The company has an R&D team that looks for products and services to develop the market and the opportunities further.

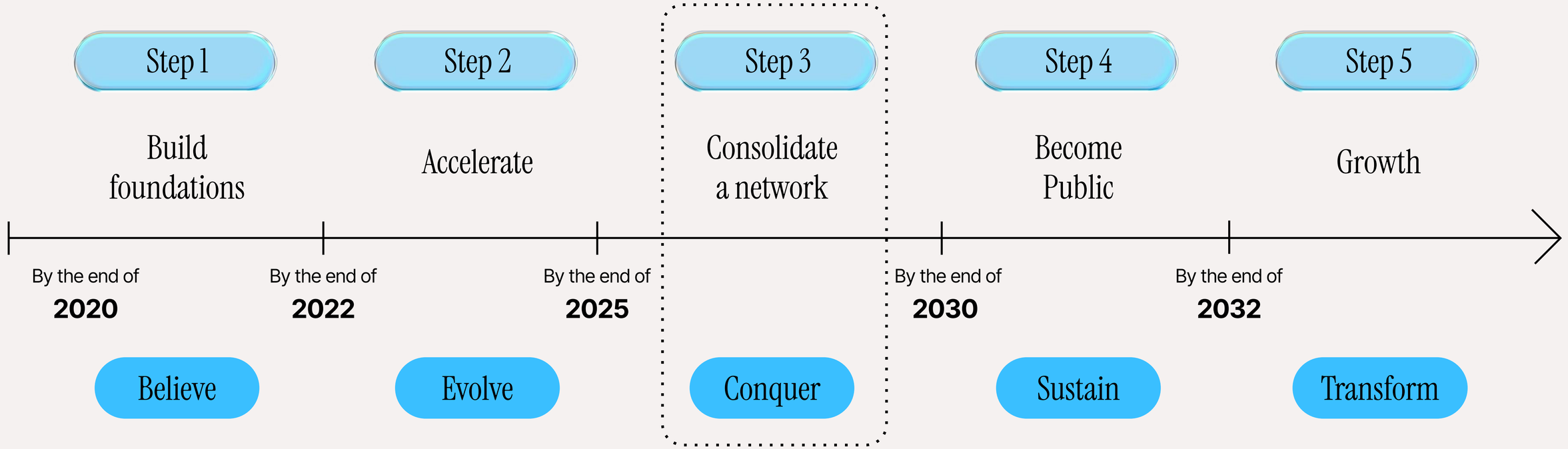
Acquisitions
Acquire marketing services agencies in US (EBITDA target between 500K and 4MM).

Commercial Strategy
The company plans to accelerate its business development in North America (Mexico and US).

Incubation & Ventures
Our program boosts our capabilities while nurturing and developing a diverse range of creative businesses through incubation.

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WHERE WE ARE AT ON OUR ROADMAP TO SUCCESS



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PRODUCT & SOFTWARE DEVELOPMENT

In pro of building a strong IP, fueled by technology and data, the growth team fully dedicated to innovation, M&A (of key strategic assets) and software development.

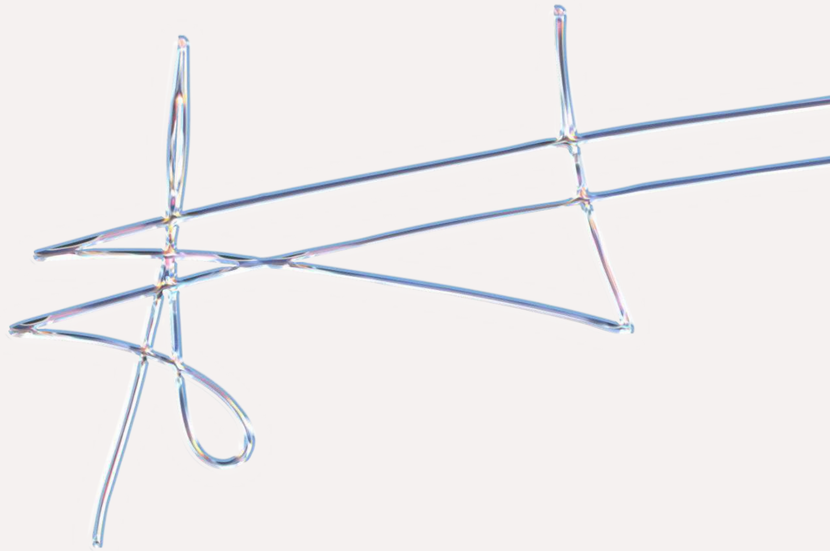
We are creating tools to aid our creative processes, and we aim to keep on investing in this.

We have developed 2 assets: Elvis® & Think in Bubbles® and we are in the process of acquiring software to help us make the best use of our resources along the whole creative process. THE NEW CHALLENGE IS TO MERGE IT ALL!

	WHAT	HOW	STATUS
THINK IN BUBBLES	CURATED AUDIENCES DATA	WE HAVE DESIGNED INTEREST BASED GROUPS.	MVP1 LIVE
+ ELVIS	AID COPYWRITING	Using as input: CHATGPT + BRANDS DATA + HISTORY	BETA VERSION
+ BRIEFING TOOL	HELPS THE BRIEFING PROCESS AND DATA SAVING	FULLY ONLINE	LIVE
= XAAS	FULL INTEGRATION & AUTOMATIZATION PROCESS	AI + brand´s data + consumer and audience data + a tool that merges it all	IDEAS PHASE

M&A

"Mergers and acquisitions play a pivotal role in our growth strategy. We have dedicated significant time and resources to identifying and capitalizing on new opportunities. This approach is one we take with the utmost seriousness and commitment. Our team is highly qualified, equipped with the expertise and tools necessary to develop comprehensive plans, strategies, and key documents that position us as an attractive partner and buyer. We've cultivated strong, strategic relationships with key partners that will help us accelerate our growth trajectory. Our focus includes acquiring market share, expanding our client base, integrating cutting-edge software and technology, broadening distribution channels, and achieving economies of scale".



2024 ACHIEVEMENTS

+25
Analyzed prospects

4
LOIs put

2
SPAs drafted

1
Asset purchase identification & process advancement

Had conversations with
+5
investment companies.

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2025 EXPECTATIONS

In 2025, we must continue directing our investment efforts in line with our strategic plan, with a special focus on:

- Increasing productivity through the implementation of process automation technologies, data solutions, and applied AI
- Accelerating our M&A roadmap
- Strengthening our presence in Mexico
- Retaining and developing our client portfolio
- Reviewing current business models within each practice to uncover opportunities for innovation

Major challenges lie ahead, and we're ready to face them learning, evolving, and continuing this incredible journey as one team.



Ignacio Acosta
CEO


LET'S CREATE
AN AMAZING FUTURE
CRE
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