

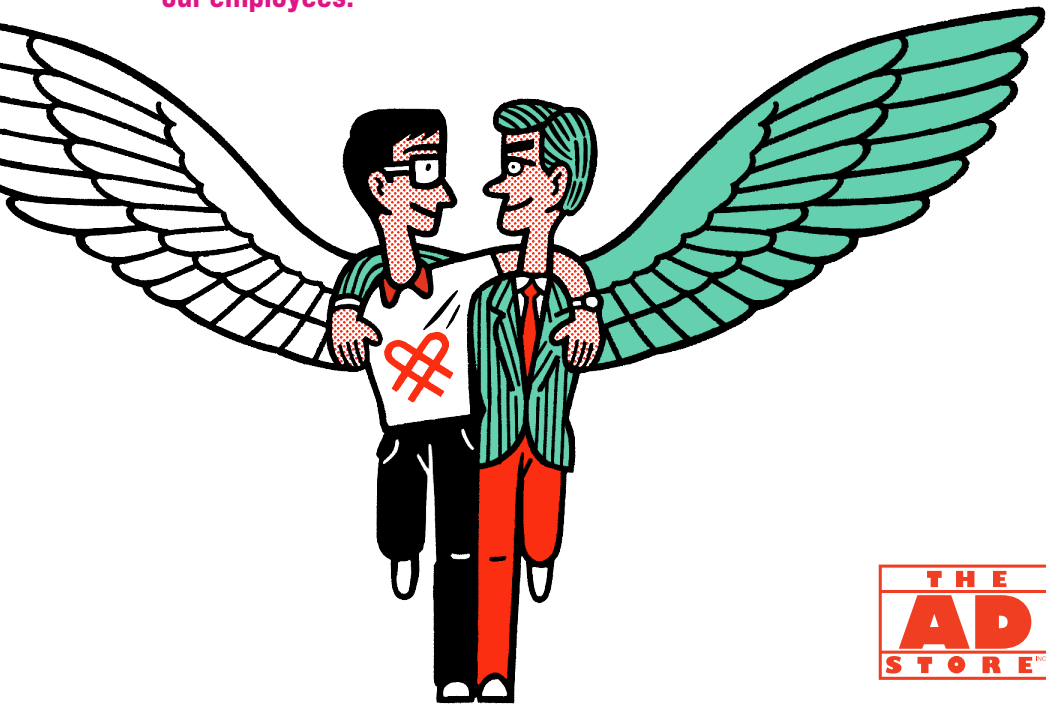
OUR EMPLOYEES

The Ad Store will respect its employees and human resources as human beings: men and women whose lives we can improve.

The Ad Store will create and foster a working environment that will add value to its employees' personal dimension as well as empower and promote the inclusion of all, regardless of age, gender, disability, race, ethnicity, origin, religion, economic, or other status.

The Ad Store will guarantee the most creative and stimulating atmosphere to promote growth and the free circulation of ideas.

“Creating a Chief Happiness Officer as well as training, welfare, and professional development programs. This is how we care for our employees.”



OUR NETWORK

Every Ad Store is independent and always will be. But we all work together for the good of the whole. We believe in the power of cooperation, transparency and sharing.

Every agency will dedicate resources to the growth of the network, will share business opportunities, will never lie, and will keep no secrets from the others.

Together, we want to promote development-oriented policies that support the creation of new jobs and opportunities for young talent, while encouraging human-inspired entrepreneurship, creativity, and innovation.

“We are committed to sharing expertise, information, and best practices to help all the agencies in our group work better and succeed.”

HUMANIFESTO

INSPIRED BY SUSTAINABLE DEVELOPMENT GOALS



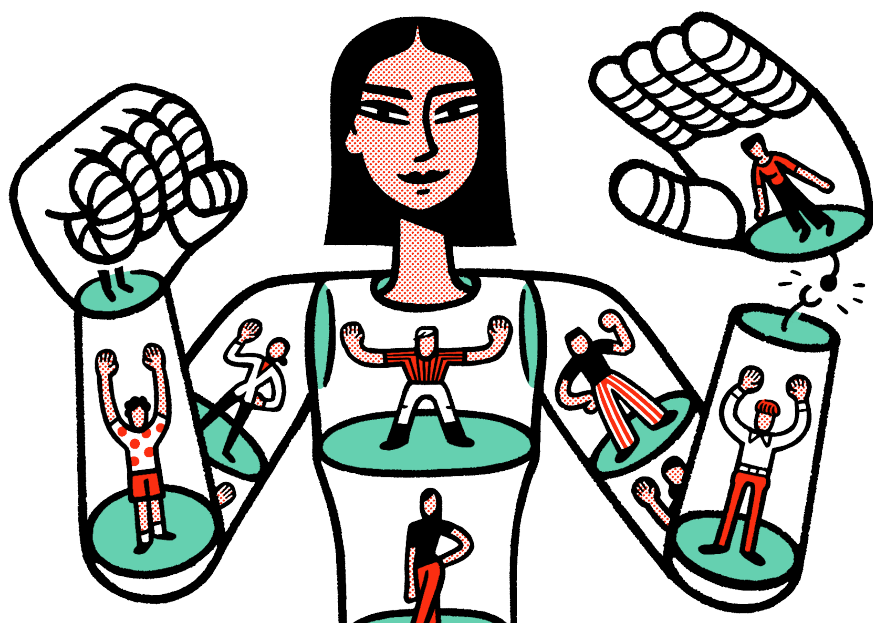
OUR CLIENTS

We want our clients to be happier when they work with us. That's why we'll always offer them great efficiency, quick responses, honest thinking, and fair prices.

We want our clients to see us as their partner in making a difference. We want to help them understand the importance of human communication.

We want to share our knowledge, expertise, ideas, and resources to support them in achieving sustainable goals, whether they are big or small.

“We always use all our best talents and skills for every client, not to parade our achievements, but because we are committed to reach our one and only goal – delivering results for our clients.”



OUR WORLD

Being Ad Store means believing that good ideas – such as tolerance, respect and sustainability – can change the world.

As entrepreneurs, we believe that it's possible to do the impossible, and combine what many see as opposing ideas: financial and social value, business profit and community welfare, competitiveness and enrichment of the world. That's why we will not work for clients or projects that go against our beliefs. We will work to make our communities better.

We also want to put a special focus on ending all forms of discrimination against all women and girls everywhere, in our campaigns, in our work environments, and in other community activities.

“And that's why we issue a yearly Human Report to outline our ESG efforts.”