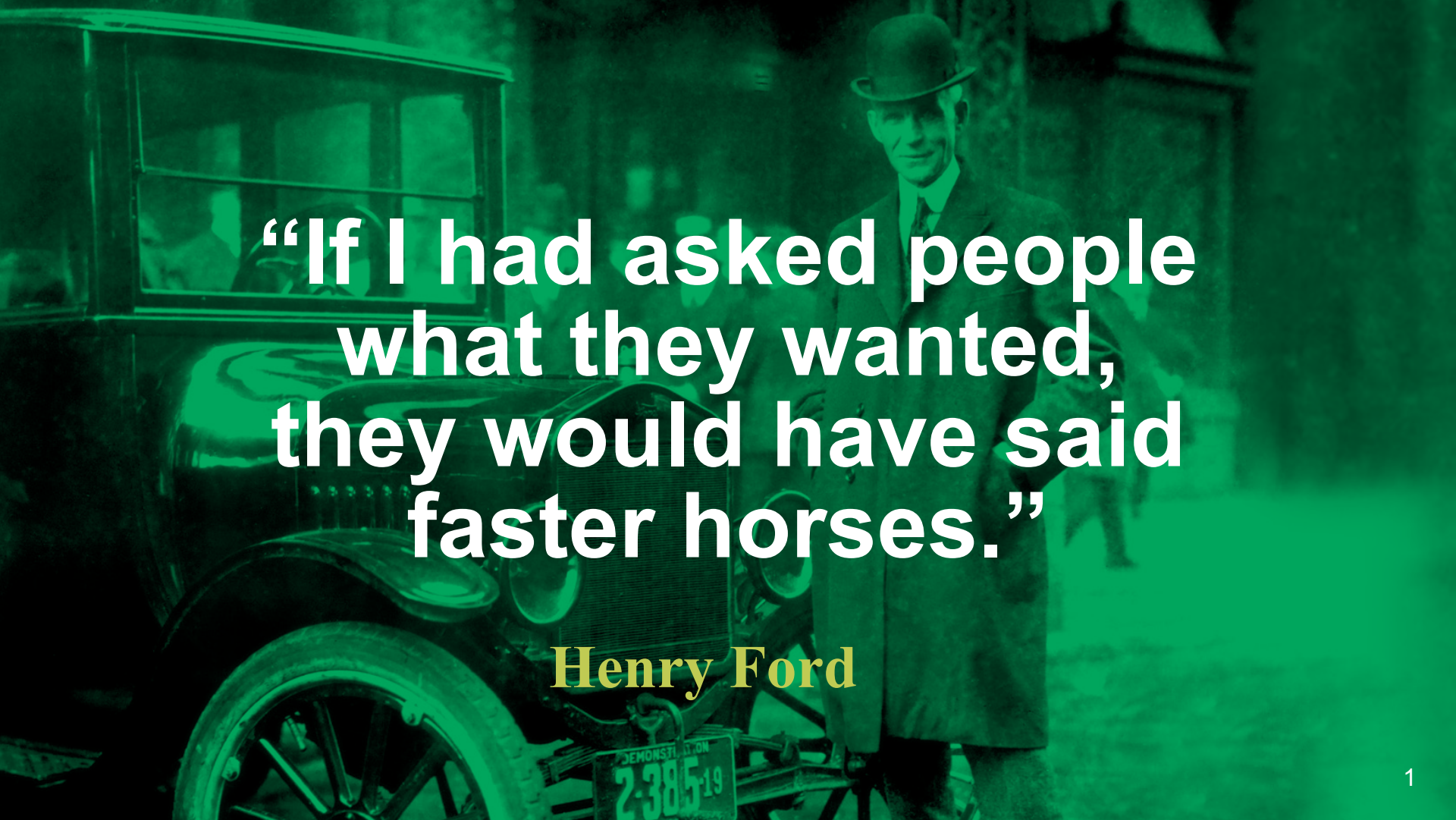


Giuseppe Scibetta

**A new vision for**  
**INTEGRA@INTERNATIONAL®**  
YOUR GLOBAL ADVANTAGE

Tokyo, October 21st 2017

A black and white photograph of Henry Ford standing next to a Ford Model T car. He is wearing a dark suit, a white shirt, a dark tie, and a bowler hat. The car is a dark color with a light-colored top. The license plate on the car reads "DEMONSTRATION 2-385-19".

**“If I had asked people  
what they wanted,  
they would have said  
faster horses.”**

**Henry Ford**

**We want to improve,  
and more...**

...we aim to develop  
a new vision.

*A new way to be  
“your global advantage”*

A monochromatic, reddish-brown portrait of Edgar Degas, looking slightly to the left. The image has a textured, painterly quality.

Text

**“Art is not what you see  
but what you make other see.”**

**Edgar Degas**

**We want to show  
what we are  
e what we are ready  
to become...**

# Our new goals

+ *innovation*

**We move forward in  
a changing world with  
new professional's skills  
and services.**

# Our new goals


**+ *organization***

**Close to professionals  
every day and everywhere  
in the world.**

# Our new goals

**+ *communication***

**An always connected  
community that share relations,  
knowledge and skills.**

A blue-tinted portrait of Johann Sebastian Bach, an 18th-century composer, is shown playing a keyboard instrument. He has long, curly hair and is wearing a dark coat. The image is the background for the text.

**“It’s easy to play any musical instrument: all you have to do is touch the right key at the right time and the instrument will play itself.”**

**Johann Sebastian Bach**

**Helping our members  
to touch the right key  
at the right time**

*is our Mission*

# Integra *today*



**120**  
members

**67**  
countries

**5**  
continents

**11**  
languages

**There are perfect tools  
that we daily use.**



**There are perfect tools  
that we daily use.**

*Integra is one of those*

**There are perfect tools for every needs.  
From the simpler to the more challenging one.**



**There are perfect tools for every needs.  
From the simpler to the more challenging one.**

*Integra community  
knows them, crafts them,  
shares them*

# Alliance members

*The strength of our partnership*

Alliance members. The strength of our partnership

---



## Alliance of Business Lawyers

### A leading international network of business lawyers

**900+**  
lawyers

**57**  
offices

**34**  
countries

Alliance members. The strength of our partnership

---



## Council of International Investigators

Specialized solutions through  
a Global Network

**340+**  
members

**62**  
countries

**6**  
continents

Alliance members. The strength of our partnership

---



The Tenant's Advantage

## Real Estate

### One of the top commercial USA Real Estate Firm

**50**

offices  
in North  
America

**63**

industries

**675**

cities  
globally

**1912**

clients

**300**

€ million  
turnover  
2016

Alliance members. The strength of our partnership

---

*In the near future...*



The Tenant's Advantage

**A new**  
**Real Estate partner for**  
***EMEIA Area***



*Creation of a new*  
**specialized entity at the**  
**service of our members**

# In cloud services

*Create synergies among  
professionals and countries*

In cloud services. Create synergies among professionals and countries

---

# A community of 3,600+ professionals

where it is possible to share:



*Case histories  
and specialized  
skills*

*Local and  
international  
legislative  
cultures*

*Clients that  
need to develop  
international  
business*

## Focus on international services



*International  
M&A*



*Intellectual  
properties*



*Transfer  
pricing*

## Other Integra services



*Due Diligence*

*Tax Due  
Diligence*

*Exit Tax*

*Ifrs*

*Audit &  
Accounting*

*Solve not  
paying client*

*Approach  
to client*

*Public Affairs  
all around the  
world*

## Other Integra services

*New Technologies*

*Valuations  
and Forensics*

*Exchange  
program*

*Real Estate and  
Lease Accounting*

*Marketing*

*Advice in  
bankruptcy  
procedure*

*Pro you*

*Financial  
Advisors*

*Restructuring*

*Turnaround*

# Training and interpersonal relationships



*Ongoing  
update on  
international  
legislative  
evolution*

*Mini regional  
meetings*

*Webinars  
and e-learning  
activity*

# One or two new Central Desks

New York

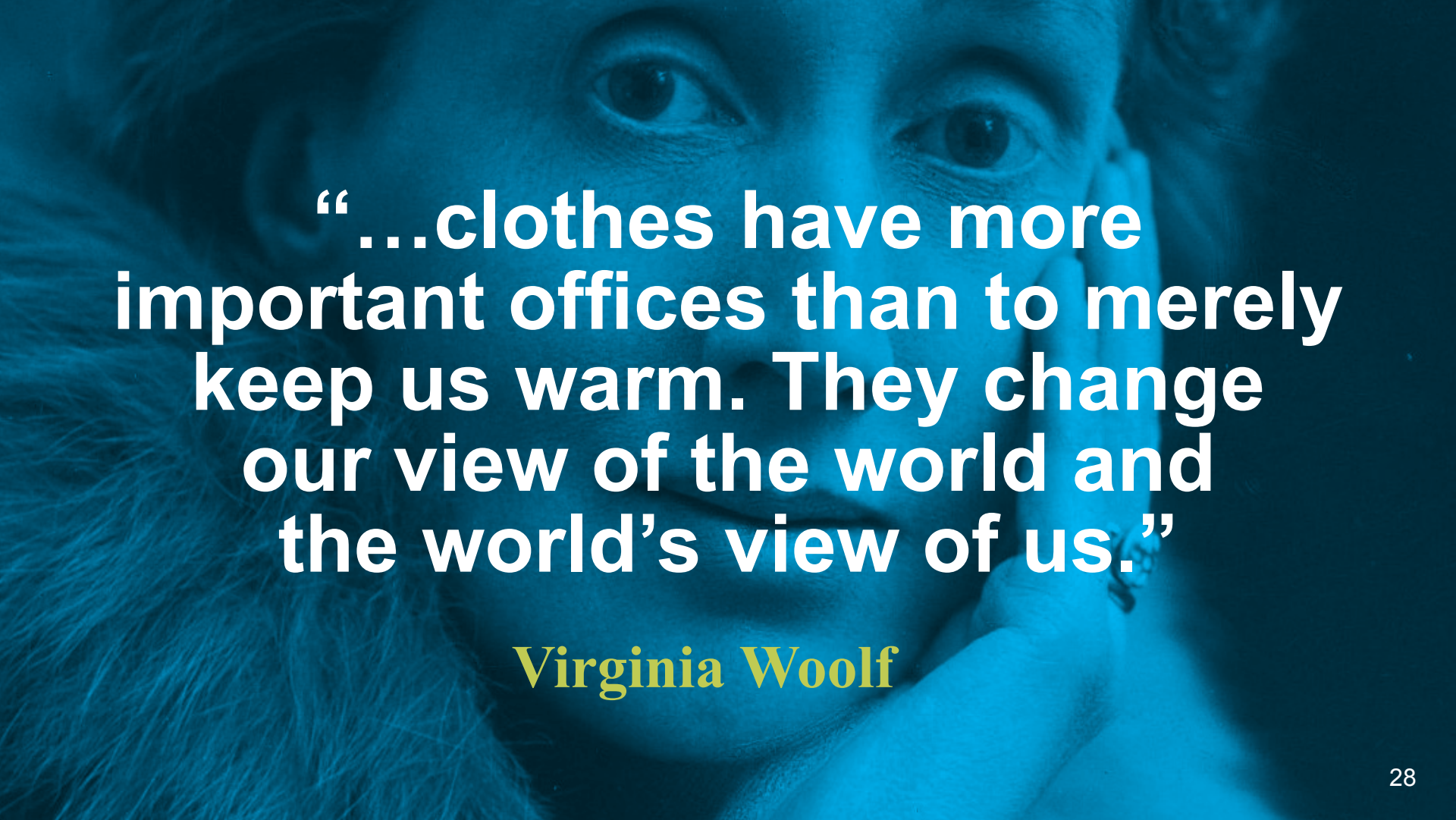


London

*Daily meet  
to the needs  
of our members*

*Inform  
about services  
and activate the  
related contact*

*Enhance link  
and relations  
among members  
to share services  
and clients*



**“...clothes have more  
important offices than to merely  
keep us warm. They change  
our view of the world and  
the world’s view of us.”**

**Virginia Woolf**

**First impression  
is still important**

*Create and communicate  
appealing*

## Internal Communication

Activates link in order to generate  
a range of high value added services

*Create appealing*



*Communicate appealing*



*Communicate appealing*

## Clients' Communication

The advantage to choose  
an Integra Member

## Prospects' Communication

Motivate new professionals  
to join Integra

**Globally connect,  
locally engaged**

*One world, a range of  
communication tools  
developed for you*

# One image to present Integra to the world

## *Corporate Identity and Visual Communication*

A kit of communication tools to explain and share  
in a simple and immediate way the values,  
services and uniqueness of Integra



# One image to present Integra to the world

## *Corporate Identity and Visual Communication*

A kit of communication tools to explain and share  
in a simple and immediate way the values,  
services and uniqueness of Integra

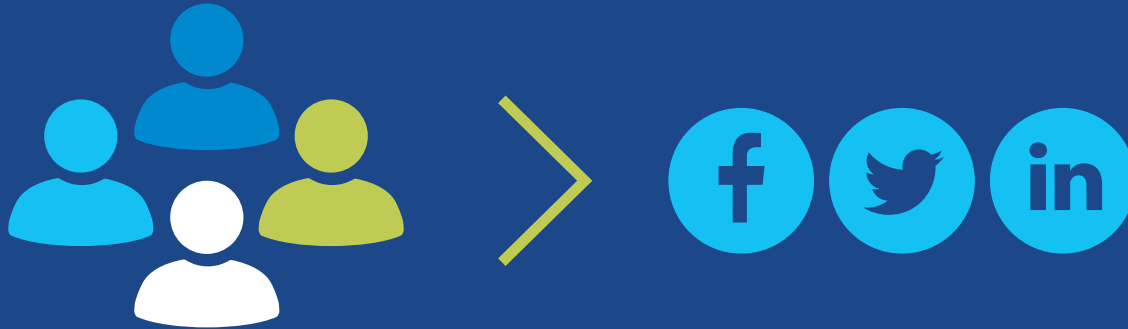
*Digital  
brochure*

*Corporate  
digital  
presentation*

*Corporate  
presentation  
template*

*Newsletter  
template  
and contents  
to share  
with clients*

**Share globally, Engage locally**  
*One world, 3 social networks*



# Share globally, Engage locally

## *One world, 3 social networks*

*Editorial  
coordinated plan*

for LinkedIn, Facebook  
and Twitter

*Development of  
weekly contents*

declined in an appropriate  
way for each platform

*Connection with  
members' social  
networks and  
interaction*

*Improve  
communication  
strategy*

by using  
social networks' insights

*Increase fan base  
and followers*

# The communication

*A new international partner*



**B&P**

**Barabino & Partners**

Consulenza in Comunicazione d'Impresa

## *A new international partner*

**100**

professionals

**17**

partners

## **In the world**

Milan  
Genoa  
Rome

London  
Berlin  
Brussels

New York  
São Paulo

**30**

years  
of history

**16**

million €  
revenue 2016



**B&P**

**Barabino & Partners**

Consulenza in Comunicazione d'Impresa

## *A European Leader in Financial PR*

**15**

years at the top of  
the industry rankings

**1°**

in Italy

**7°**

in Europe

**12°**

globally

# The communication

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## Barabino & Partners track record selection

### *Legal Area*



# The communication

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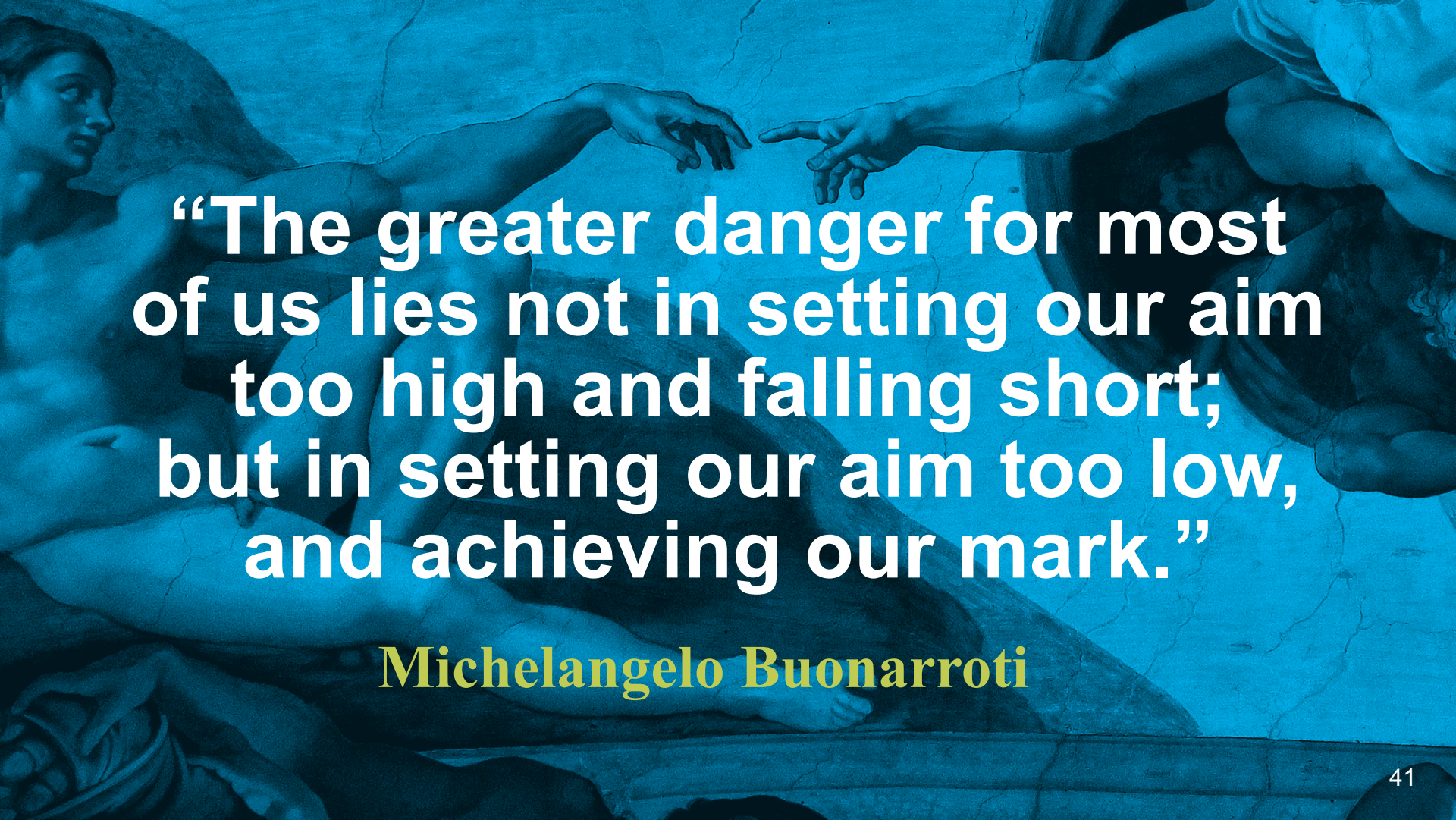
## Barabino & Partners track record selection

### *Service Companies*



### *Associations and international projects*



The background of the slide is a blue-tinted version of Michelangelo's famous fresco, 'The Creation of Adam'. It depicts Adam reclining on the left, his body stretched out, with his right arm reaching towards the right. On the right, God is shown reclining, his right arm extended with the index finger pointing towards Adam's hand. The two hands are just inches apart, creating a sense of tension and divine spark. The entire scene is set against a deep blue background with visible cracks in the original fresco's surface.

**“The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark.”**

**Michelangelo Buonarroti**



# Integrate with Integra

Thank you for your attention