

Annual Report 2022



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About

MESSAGE FROM THE PRESIDENT

Embracing change and creating connections: our vision for the future



*“Our growth is
inherently linked to the
growth of our clients”*

Over the past few years, the events industry has undergone a complete revolution and **we are very proud that AIM Group International has similarly made transformative changes.**

AIM is characterized by a strong partnership approach, working alongside our clients and stakeholders to adapt and evolve.

Our commitment to ongoing dialogue and to understanding clients' and participants' changing focus and needs, has enabled us to respond innovatively and creatively to recent challenges and to maintain our position as a recognised leader in our field.

We believe that our readiness to embrace change and challenge, never resting on our laurels, has been a significant factor behind our historic success.

That's why, in 2022, we decided **to reinvent our brand and to unveil a new and engaging corporate identity**, which has enabled us to reposition ourselves and better communicate both our current character and our aspirations for the future.

For years, we have excelled as one of the leading PCOs and event organizers. **Our focus remains upon fostering human connections,**

and we can now do this even more effectively by **offering broader integrated support to our clients** in areas such as conceptual design, communication, community engagement and consultancy.

Closer collaboration between our three areas of specialist expertise - events, communication, and consultancy - has been fundamental to our internal restructure and has laid a solid foundation for growth.

People are the lifeblood of our industry, and our strategic transformation would have been impossible without **our talented staff**, who have demonstrated exceptional strength and professionalism throughout these challenging years.

This comprehensive and co-ordinated approach means that, after over 60 years in business, we face the future with **optimism and enthusiasm**, confident both of our current role and of our enormous potential.

Gianluca Buongiorno
President AIM Group International

ABOUT

Sparking meaningful connections

AIM Group International is a global, multi-service and everchanging company.

We lead the way on conferences, events and communication supporting clients' growth and success.

Sparking meaningful connections

Meaningful experiences spark meaningful connections.

And that's our mission; our skill lies in creating stronger relationships and conversations between brands and their audiences; associations, sponsors and members; companies and clients, partners or employees.

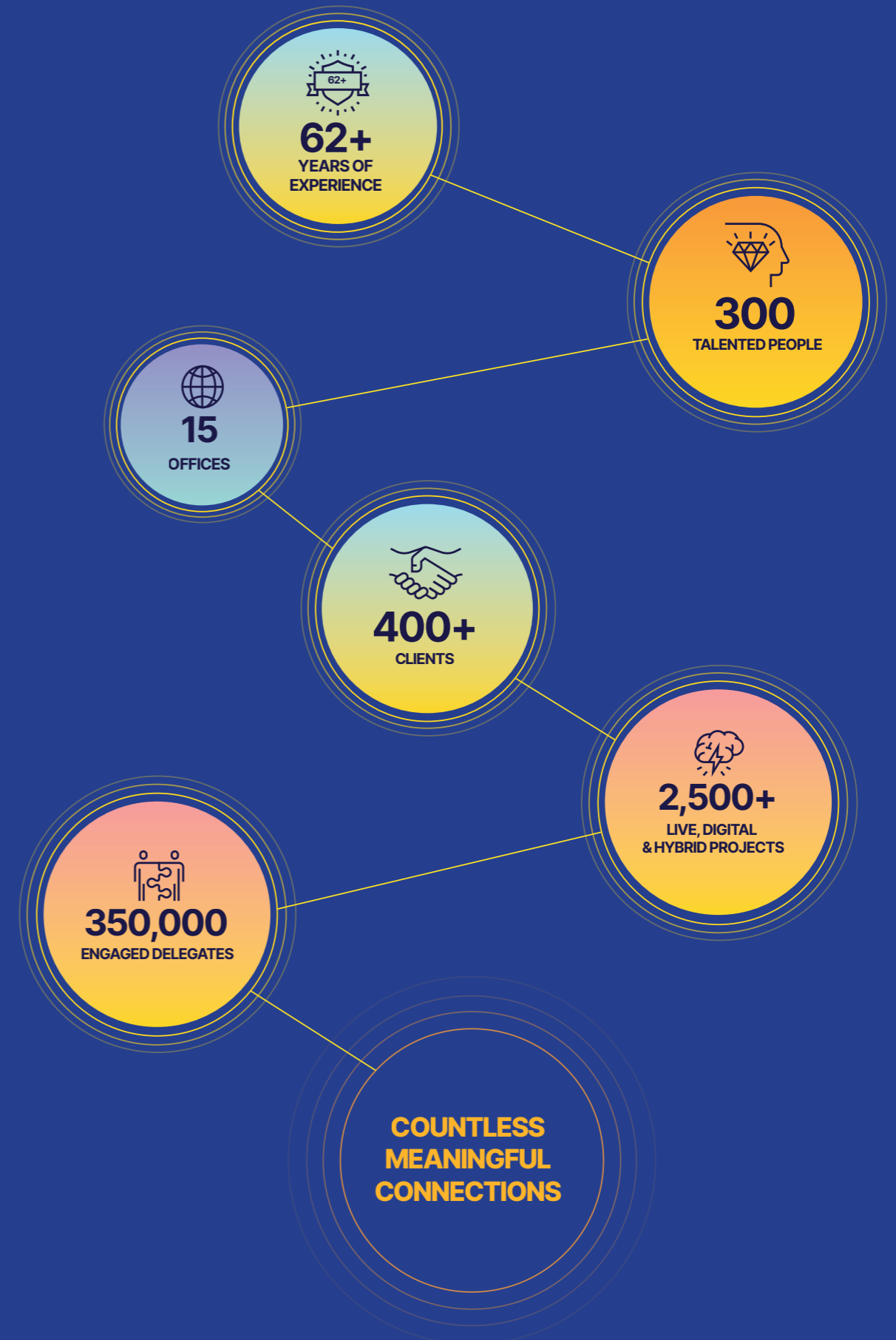
Let's do it together!

We build strong and enduring partnerships with our clients, providers and stakeholders. Trust and collaboration are at the heart of all our relationships; when we pool our collective efforts, we can achieve together remarkable results.

Meet, Engage, Think

Events, Communication, Consultancy: three exceptional teams collaborate seamlessly to craft experiences, generate ideas, and provide innovative solutions. Our specialist services complement each other, offering comprehensive support to our clients across all sectors, services and geographic areas.

AIM Group in numbers



Areas of expertise

Let's Meet Events

Knowledge underpinned by experience. Our expertise, technology and creative flair allow us to curate captivating experiences that encourage sharing and drive change. Live, digital, or hybrid, we exploit the best channels, formats, and touchpoints to create "augmented events" that endure.

EVENTS SERVICES

- Conference Management (PCO)
- Virtual, Digital & Hybrid Events
- Healthcare Meetings
- CME – Continuing Medical Education
- Sport Events
- DMC Services & Incentives



Let's Engage Communication

Embracing listening and sharing. We facilitate constructive dialogue within communities, focusing on concepts that stand out and have collective resonance.

COMMUNICATION SERVICES

- Digital Communication
- Social Media & Community Management
- Web marketing
- Press Office & Digital PR
- ADV & Graphic Design
- Tech & App Development
- Video Production & Story Telling
- Website Design & SEO Optimisation



Let's Think Consultancy

Combining our analytic and creative skills to maximise potential. Our goal is to achieve growth and transformation for both corporate and association clients. Integrating diverse areas of expertise allows us to harness a wide-ranging skillset and state of the art processes and technologies, underpinned by a 'can-do' corporate culture.

CONSULTANCY SERVICES

- Digital Transformation & Innovation
- Branding & Multichannel Strategy
- Data Analysis & Performance Tracking
- Association management
- Education & Learning
- Operational Efficiency



Client segmentation



Public Sector

- Governmental
- Para-governmental
- Political
- Educational

- Universities
- EU Departments
- World Organisations
- Sport Committees
- National Federations



Private Sector

- Non-governmental
- Non-profit
- Partnerships
- Cooperatives
- Educational
- International organisations

- Medical-Scientific Associations and Societies
- Professionals Associations
- Industry and Business Associations



Corporations

- Private Companies
- Private and Public Held

- Pharmaceutical-Life science
- Automotive
- Aeronautical
- Transports
- Financial and Insurance



Achievements

MESSAGE FROM THE CEO

A return to stability and growth



“The return to historical business volumes marks an important step forward”

I am pleased to present the Annual Report for 2022, which summarises our Group's performance over the past year and provides an overview of confirmed future projects.

The strategies we have adopted to ensure **continuous and sustainable growth** have enabled us to maintain the Group's stability and financial security, as is evidenced by key data from **the Consolidated Balance sheet**.

Our 2022 results are hugely significant. **The return to historical business volumes** marks an important step forward after the sharp disruption to our development plan caused by the pandemic. This return to past turnover and the impressive stability thereby demonstrated are evidenced by **a positive turnaround in both our Italian and our international offices**.

This solid recovery, in conjunction with confirmed future business, indicates that growth **will be ever stronger from 2023 onwards**.

I am particularly proud that **our Group has successfully overcome the challenges** posed by the Covid-19 pandemic, demonstrating enormous resilience and adaptability.

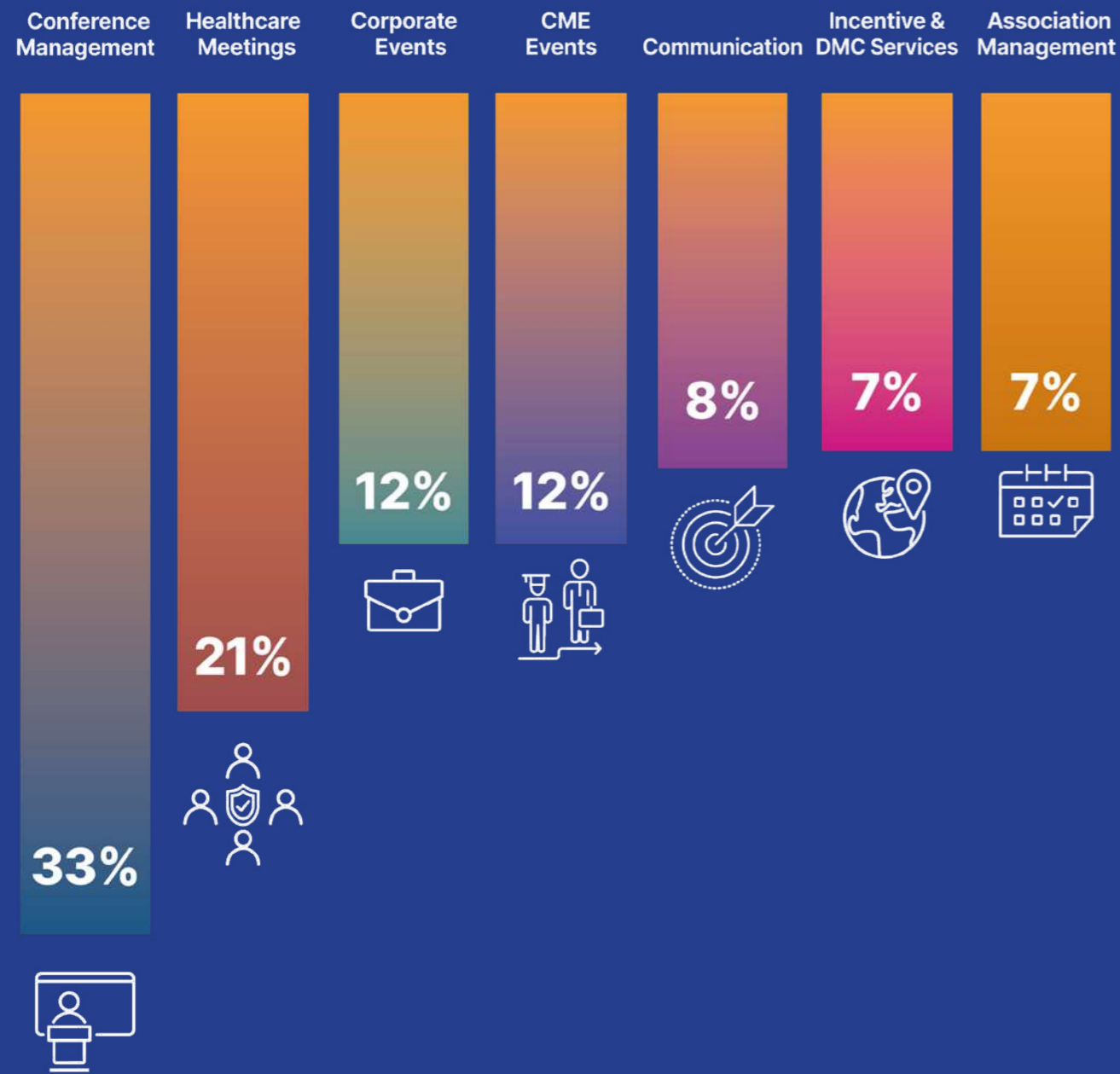
We have made **significant investments** in infrastructure, technology, marketing, and talented people to enhance the products and services we offer, focusing also upon promising new markets, such as **Sport Events and Communication, to ensure our future profitability**.

In conclusion, I would like to express **my gratitude to everyone who contributed to these positive results**, and to express my optimism about our prospects for 2023.

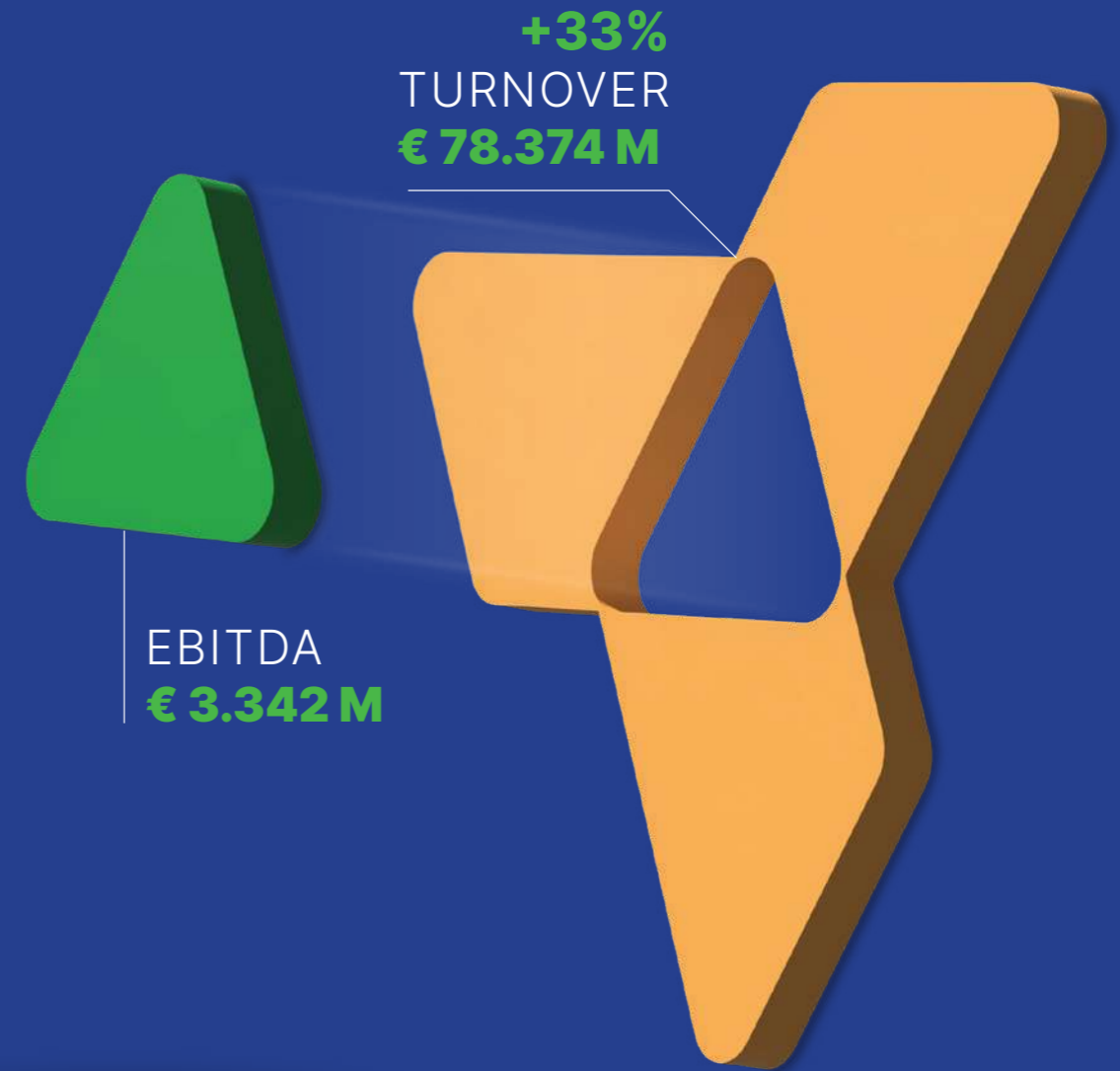
Gianluca Scavo
CEO AIM Group International

ACHIEVEMENTS

Revenue by business segment



Consolidated balance



DIRECT COSTS € 62.080 M	STAFF COSTS € 12.951 M
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ACHIEVEMENTS

Corporate social responsibility projects

AIM Group International has actively embraced CSR projects for many years.



The “Enzo Buongiorno Rehab Centre” in Burundi

The CSR project closest to our hearts is the construction of a **Rehabilitation Centre in Burundi**, named after the Company’s founder, **Enzo Buongiorno**.

We set up this orthopaedic rehabilitation centre in 2015 and continue to support its work, treating hundreds of patients, most of them under 5 years old, and **giving them the opportunity to walk again**.



Supporting Save The Children

We support NGOs, development and educational projects, and collaborate with our clients to devise events and initiatives that create positive legacies for local communities and destinations. In 2022, for example, we contributed to the **Save the Children Program Ukraine Emergency Fund**.



Embracing sustainability: Accelerating positive change

As a global enterprise, we are committed to promoting sustainability in all areas: economic, environmental, and social.

We have joined the global **Net Zero Carbon Pledge**, a collective commitment within the events and meetings industry to align with the objectives outlined in the Paris Climate Accord. The pledge includes two critical goals:

- To reduce CO2 emissions by 50% by 2030.
- To achieve zero emissions by 2050.



Food for Good

We support the “Food for Good” programme, which **recovers surplus food** at events and **delivers it to local charitable organisations**, thereby reducing the event’s environmental impact and supporting local communities.

ACHIEVEMENTS

International awards 2022

AIM Group's excellence was recognised in 2022 with several awards for outstanding projects



EVENTEX AWARDS 2022

Best PCO - Bronze

AIM Group was acknowledged as one of the 3 top agencies specialising in conference organisation.



100 EVENTEX INDEX 2022

AIM Group was selected as one of 2022's top 100 event organizers and agencies.



FCE AWARDS

People's Choice Awards for IPR Olympics.



CONVENTA AWARDS

Best B2I Event

2nd Place for IPSEN Community Day



2022 PCMA GLOBAL MEETINGS EXECUTIVE OF THE YEAR

Awarded to Patrizia Semprebene Buongiorno, Vice President of AIM Group

ACHIEVEMENTS

What's next

2022 marked an important milestone for the Group, with several strategic initiatives and project wins paving the way for future growth.

A rich pipeline of major events.



European Robotics Forum ERF 2024

A consortium supported by the University of Bologna, AIM Group International, the city and the Palacongressi Rimini Conference Center of the Italian Exhibition Group, beat major European competitors to win one of the most important international robotics congresses, attracting around 1,000 participants, which will take place in Rimini, March 2024.



The International Conference on Robotics and Automation - ICRA 2026

AIM Group successfully led a consortium including the Vienna Convention Bureau and Messe Wien to bring the IEEE International Conference on Robotics and Automation (ICRA) to Vienna in 2026. The event is the largest and most prestigious in the Robotics and Automation calendar and is expected to attract up to 8,000 participants.



AstraZeneca

AIM Group was selected as AstraZeneca's strategic meeting management partner for Austria, Slovakia, the Czech Republic and Portugal after an extensive tender process



RCS Sport cycling races 2023-2024

RCS Sport has entrusted AIM Group with accommodation management for the staff and athletes involved in all its competitive cycling events in Italy for the two-year period 2023-2024, including the renowned Giro d'Italia and the accommodation for all the people involved in it - athletes, teams, jury, technical staff, etc. - a total of about 37,000/40,000 overnight stays in 21 days.



The Global Committee for Space Research - COSPAR 2026

AIM Group International, in conjunction with the Firenze Convention Bureau, Firenze Fiera, Inaf, University of Florence and local institutions succeeded in bringing the 2026 edition, where 3,000 delegates are expected, to Florence, Italy.



International Olympic Committee

We were delighted and honored to be selected by the International Olympic Committee (IOC) as Official Provider to the Medical Division, for the organization of its Medical Events. The major event, the IOC World Conference on the Prevention of Injury and Illness in Sport, will take place in Monaco in 2024, with 2,000 participants expected from around the world.

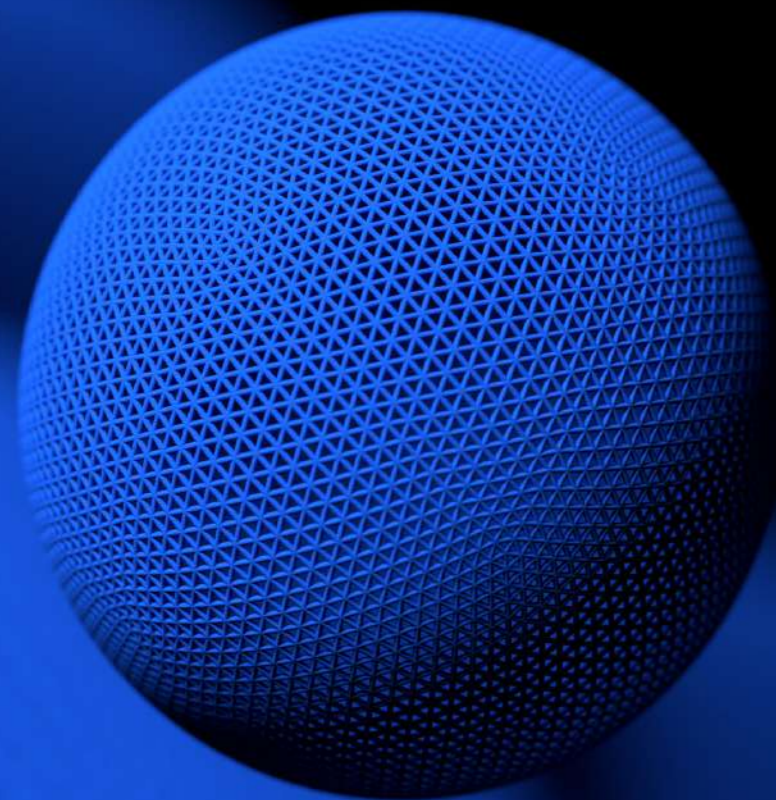


International College of Neuropsychopharmacology

AIM Group was selected as CINP's Association Manager (effective 2023) and Core PCO for 2025 - 2027, winning a bid which included all major international competitors. The annual CINP world congresses are expected to attract around 2,000 delegates.

ACHIEVEMENTS

UNLEASHING THE POWER OF DIGITAL INNOVATION



The design and development of AIM Phygital Platform for virtual events is a vital part of our strategy to exploit the enormous potential of the digital field.

This proprietary platform is a web-based powerhouse, designed to host immersive virtual events with the capacity to accommodate up to 10,000 online participants.

It offers seamless broadcast of both live and pre-recorded videos, facilitates content sharing, and fosters dynamic audience engagement.

By providing dedicated spaces for exhibitors and sponsors, the platform also creates valuable networking opportunities and offers additional functionality, including back-office management tools for hotel room allocations, travel arrangements, and transfers.

These sophisticated features will enhance AIM Group's ability to offer ground-breaking experiences and events for the digital age.





Activity

ACTIVITY

The Group's brand identity evolution

In 2022, we reinvented ourselves as part of our ongoing commitment to regeneration and development.

We unveiled a fresh and engaging brand identity and redesigned our logo, website, and corporate image.

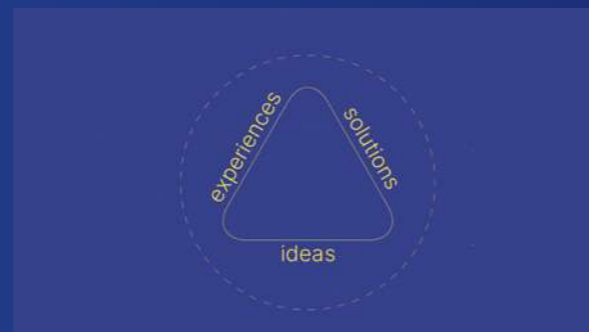
Building a Framework

After determining our Top 10 corporate identity traits, we brought them together in a strong and adaptive business vision.

A vision that informs our new narrative, that integrates our three areas of expertise: **Events, Communication & Consultancy.**

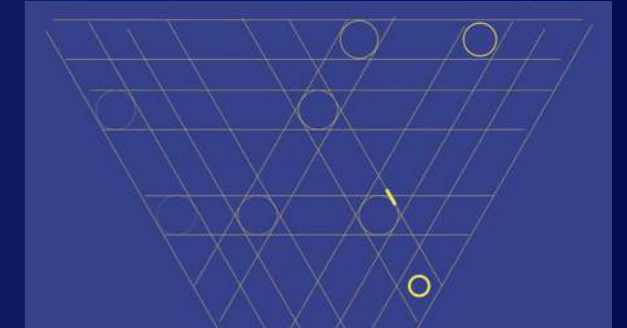
Three areas of collaborative focus and three services that create synergies complementing each other within a comprehensive offer.

Three sides that come together to create an iconic shape that inspires unique experiences, robust business solutions and powerful ideas.



Designing a Shape

The iconic shape should not only convey dynamism, but also celebrate the strong commitment towards a holistic approach and a cohesive mindset in all key business areas of the Group.



Phrasing a Tagline

In order to honor Togetherness, our new tagline leverages the Group dedication to work collaboratively and in close dialogue with our clients to achieve successful results together.

Let's__together

ACTIVITY

Some of the most impactful projects of 2022



Ipsen Community Day

AIM Group organised a memorable and **impactful team building event** for Ipsen, using a creative approach to successfully involve **Giffoni Film Festival** and **Legambiente**, organisations that had never previously collaborated in such initiatives.

The Community Day took place at a protected oasis and focused on beach clean-up, combining team building with a **CSR activity that left a positive legacy**. Over 130 Ipsen employees participated, working as a team to **collect a total of 214 kilograms of rubbish**, including 79 kilograms of plastics, 41 kilograms of end-of-life tires, 36 kilograms of glass, 28 kilograms of iron, and 11 kilograms of organic waste.

The employees were astonished by the significant amount of waste they were able to remove, realising that “By paying more attention and changing our habits, **we can make a significant difference for our planet** and environment.” In addition to cleaning the beach, this event raised ecological awareness among hundreds of Ipsen’s employees.

Let’s
Meet
together



World Environmental Education Congress 2022

The team arranging the World Environmental Education Congress 2022 at the Prague Congress Center overcame **unexpected challenges** to organise a highly successful event. Just few days prior to the congress opening, the Czech Government decided to use **part of the venue to host refugees from the war in Ukraine**. While some other clients chose to cancel their events, WEEC went ahead, **turning the emergency into an opportunity** to connect with the local community. Delegates were informed and reassured as to the situation. The congress center was divided, with refugees on the lower floors and delegates on the upper floors, spontaneous initiatives like a tribute wall and an **anti-war petition** were arranged and **excess lunchboxes donated to the refugees**. Despite the challenges, a rich five-day conference program was delivered successfully, providing attendees with a fulfilling and memorable experience.

ACTIVITY

Some of the most impactful projects of 2022

Let's
Engage
together



Routes SEA Fly To Milano

Milan and its surrounding territories of Lombardy deserve outstanding **destination marketing campaigns**, and that's exactly what **AIM Communication** designed and delivered. The project, "Fly to Milano", garnered support from a group of key stakeholders in aviation and destination marketing, including SEA Airports, ENIT, Comune di Milano, Regione Lombardia, Malpensa Airport, Linate Airport, and BGY Airport. The campaign began in 2022 and continues into 2023.

The team participated in **three major tradeshow**s, Routes Asia in Da Nang, Vietnam, Routes Europe in Bergen, Norway, and World Routes in Las Vegas, USA, each with a dedicated stand. There were targeted online campaigns in North America and Europe, using Google Ads, Social Media Ads, and engaging landing pages and reels.

In addition, a **four-episode web series** was created to showcase the region's beauty and to illustrate in an appealing fashion the diverse ways in which visitors can experience the country.



Out Of The Black You Can Beat Depression

Depression affects 3.5 million people in Italy and is a major cause of worldwide disability. **Gas Communication** created the Out of the Black campaign, supported by **The Bridge Foundation** and with the unconditional support of **Angelini Pharma**. The focus of the campaign was the creative work of **the street artist Lucamaleonte**, who initially recreated a big "black hole", representing depression, on the pavement of a suburban square in Milan just in front of a metro station. After a week, the artist **transformed this black hole into a work of art: a multi-coloured, floral bouquet** to symbolise rebirth after a period of darkness. The campaign was promoted on the website and social networks offering information on depression and useful advice on how to deal with it, both for the patient and for family members. A press conference and a significant press office activity led to the story being widely featured.

ACTIVITY

Some of the most impactful projects of 2022

Let's
Think
together



Balance For Life

The **Italian Federation of Pediatrics**, in collaboration with **PTC Therapeutics**, recently embarked on an ambitious mission: **to raise parents' awareness** of the vital importance of taking their infants for regular health check-ups, from birth until the age of 12. Following two years of successful online campaigns, the team decided to conduct **an in-depth emotional analysis**, with the help of AIM Communication, to gauge the perception of carefully selected audiences. The results, which were both enlightening and surprising, will provide a solid foundation for future strategic initiatives, embracing a comprehensive, integrated approach across online and offline platforms.



Seeing Stars International Day Of Epilepsy

Gas Communication designed and launched a captivating **multichannel campaign for LICE** (Italian League Against Epilepsy), with the unconditional support of **Angelini Pharma**. Titled "Seeing Stars", the campaign powerfully captures the luminous sensation experienced during epileptic seizures. It aims **to foster empathy and combat the societal stigma surrounding epilepsy**. **By transforming patients into soaring astronauts**, the campaign symbolises resilience and determination. Featuring the testimony of **former astronaut Umberto Guidoni**, and incorporating inspiring videos from young individuals with epilepsy, the campaign encourages hope and a brighter future. Showcased on the web and social media platforms of the LICE Foundation, the campaign was unveiled at the prestigious **Italian Space Agency auditorium**. This empowering message deeply moved the audience, inspiring them never to give up and to pursue their dreams.





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