



... smart solution.



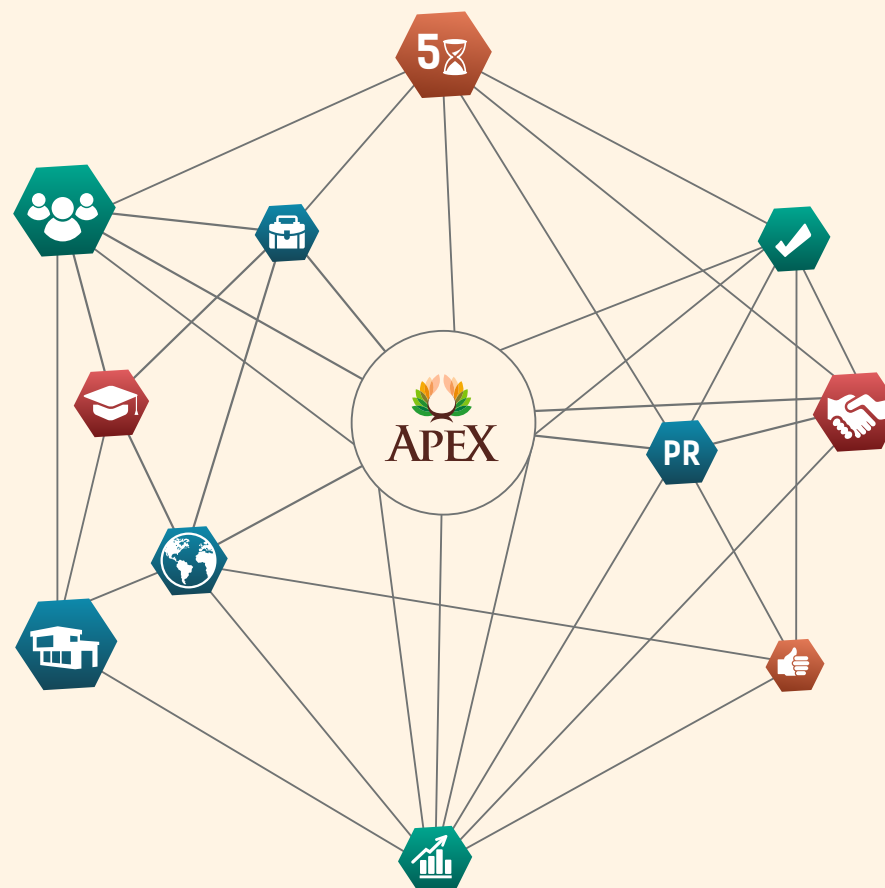
1 ABOUT APEX CONSULT

Welcome to APEX Consult!

The leading company in Communications and PR. We have extensive knowledge and experience working with large companies and organizations over the past 5 years.

Our team represents professionals who received profile education in Kazakhstan, Russia, Europe and USA.

We don't stop on achieved goals, striving to develop and working with the high standards, annually increasing the number of projects.



2 STATISTICS

● More than 100 implemented PR campaigns



● 65 produced videos of brand campaigns



● Around 10,000 placement of PR materials in the media



● Collaboration with:

- ▶ More than 50 leading foreign TV channels
- ▶ More than 100 of the most widely read print media



● 35% of advertising placement, commissioned by our customers on the worldwide TV channels with an audience of more than two billion population on 6 continents



3 AREA OF ACTIVITY

PR & Communications



- Integrated Marketing Communications
- Government PR
- Country branding
- Development of PR strategies
- Management of PR campaigns
- Reputation Audit/Management
- Corporate PR
- Crisis PR/management/ crisis communications
- Digital / SMM

Advertising



- Integrated advertising campaign:
- Development of strategy and tactics
 - Outdoor advertising
 - Advertising in cinemas
 - BTL projects
- Design
- Creation of identity and promotional materials
- Production
- Creation of audio-video materials, infographics

Media Relations



- Development of media strategies; media planning
- Cooperation with international media
- Organization of press events of any complexity
- Media analytics

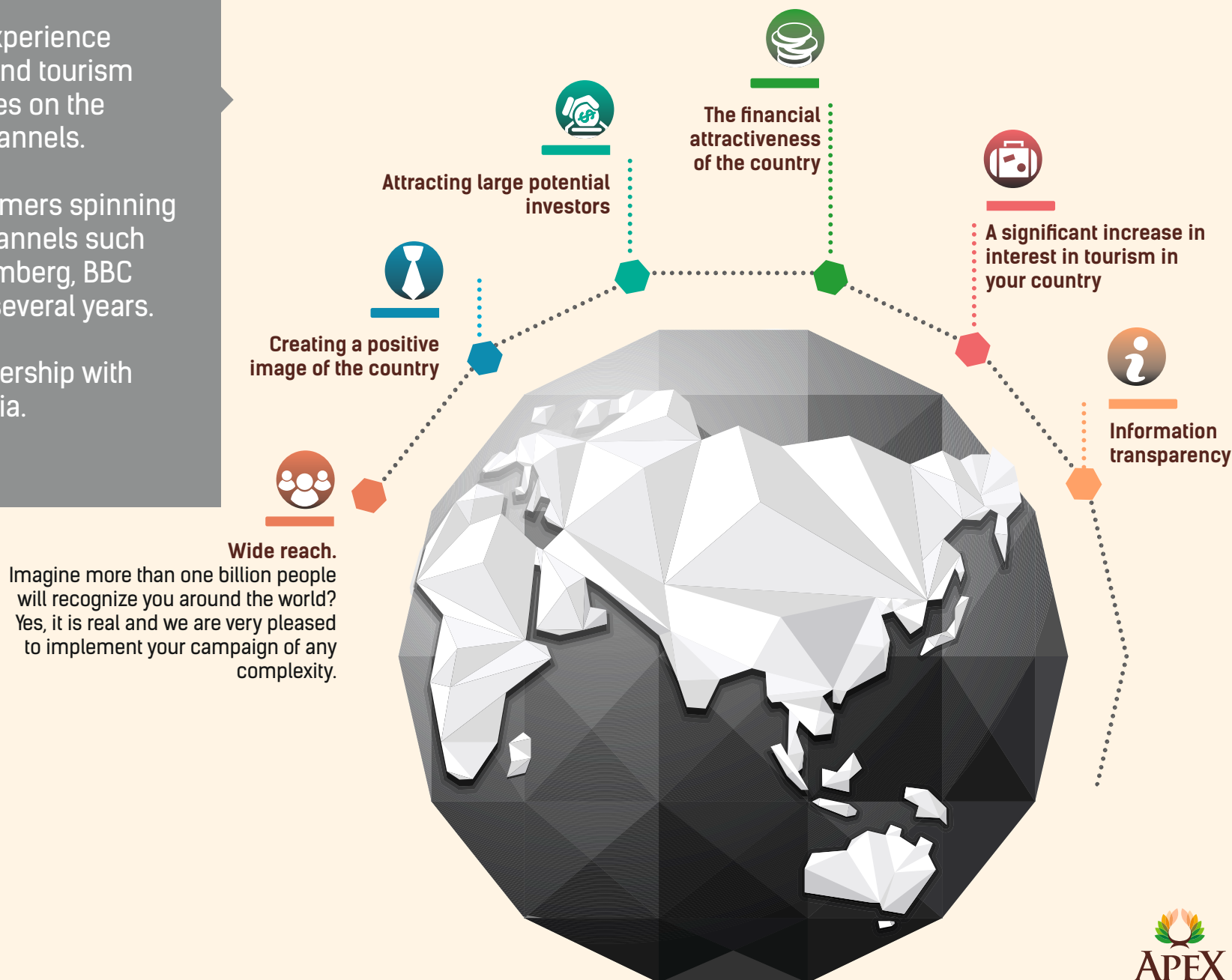
4 INTERNATIONAL MEDIA

We have gained great experience promoting investment and tourism opportunities of countries on the leading international channels.

Campaigns of our customers spinning on the world famous channels such as Euronews, CNN, Bloomberg, BBC and others for the past several years.

We appreciate our partnership with the world's leading media.

Why the placement in the international media is beneficial?



5 PORTFOLIO



A successful advertising campaign of Kaznex, broadcasted from 2011 to 2014.

Raised awareness and investment potential for more than 20%.



Advertising Campaign of the Committee of Industry and Tourism in 2013.

The campaign has contributed to increase an attendance of business visitors and tourists by 46% in Kazakhstan.



Advertising campaign KTZ (Kazakhstan Railways) – 2013
Brand awareness events among the target audience increased by 75%.



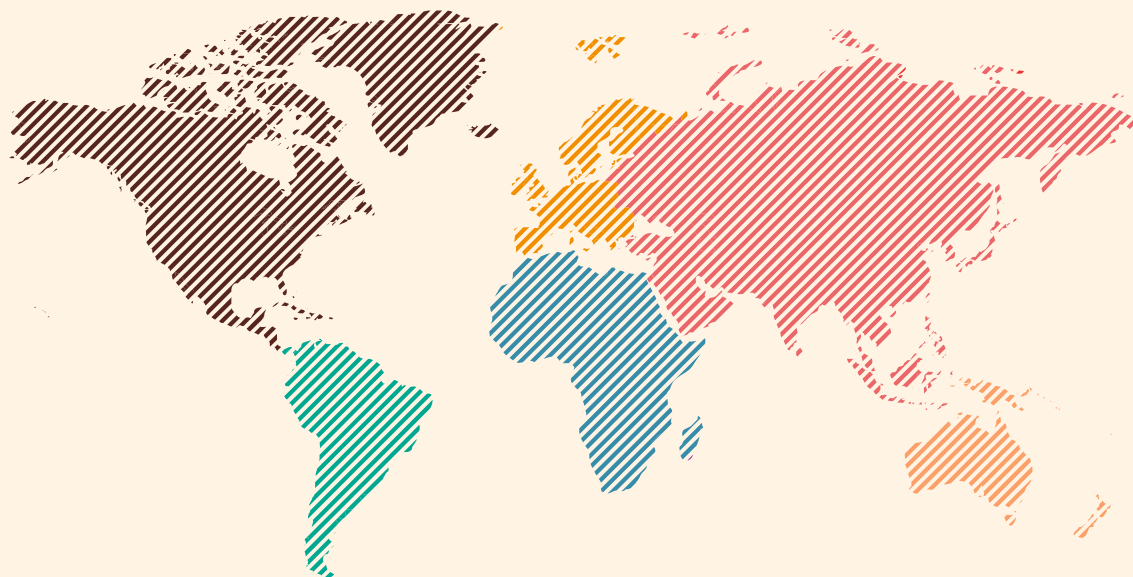
Country branding.

Currently, there is an implementation of two major International projects:

International Exhibition «Astana EXPO 2017» and the concept of brand of Kazakhstan's capital city – "ASTANA".

6 MEDIA

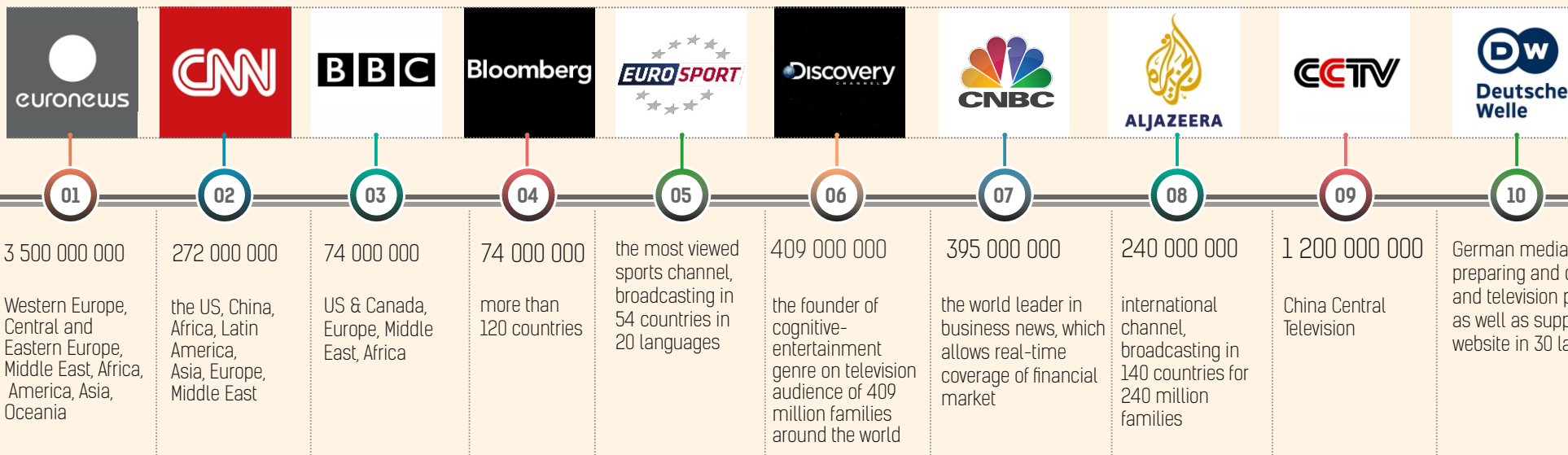
We take a responsible approach to the development of media campaigns and select the appropriate media channels for you!



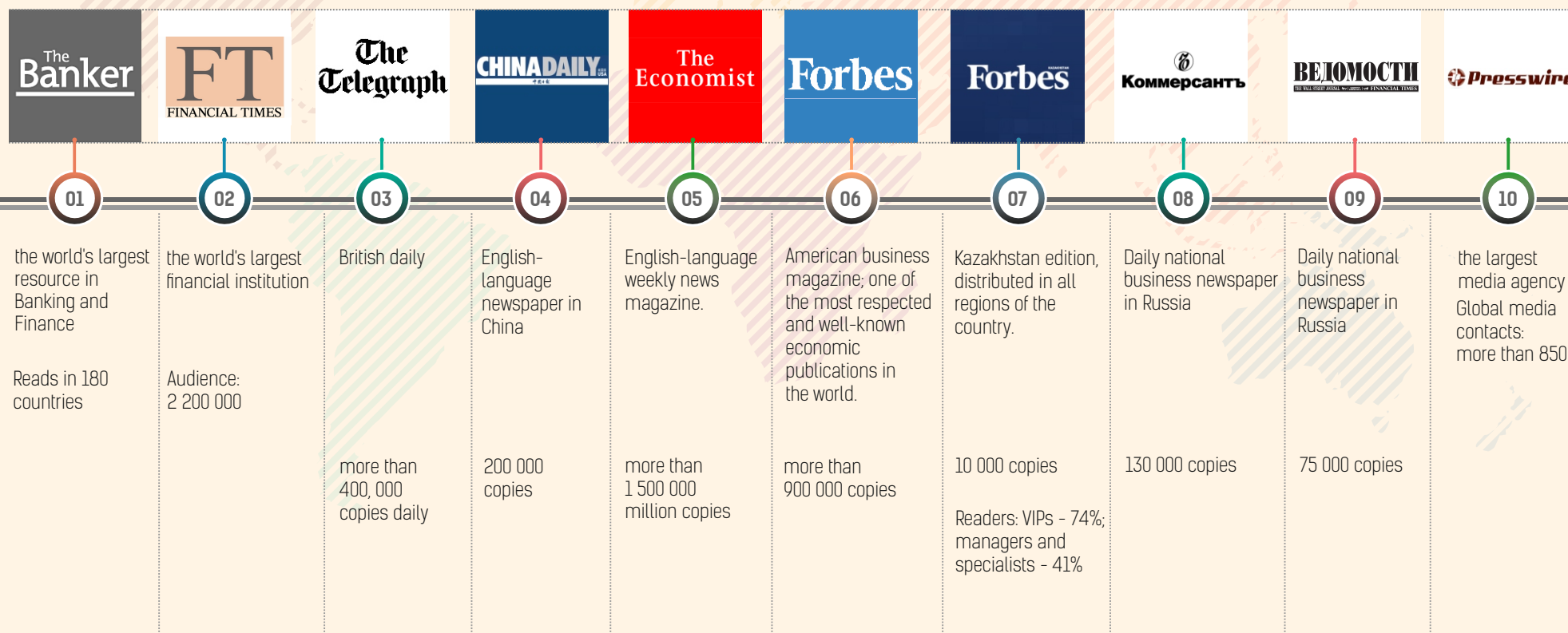
Audience



The territory of broadcasting



7 THE PRINT MEDIA



8 BENEFITS

Why working with us is profitable?



Attractive prices.

Why pay more for advertising? Our partnership relations arrayed over the years allows us to provide flexible pricing system in all offices of the mass media.

Professionalism and experience.

Putting together all the knowledge possessed by our company, you will get more than three hundred years of experience in projection and working with any kind of media, including more than 1,000 websites and online applications.



Save your time.

Entrusting us with your project, you can be sure in a successful outcome.



Our connections

We are proud to be familiar with many outstanding people in our industry. Our extensive personal connections provides easy access to important and relevant information while working on your project.

You can apply to any resource of the media but it will take more of your precious time and capital



We pay a special attention to each client and project

Of course all the reasons why we should cooperate are not listed here. Tell us what you need and we will satisfy all your wishes



LLP "APEX Consult"
Saryarka Ave., 6, BC "Arman" (Radisson SAS), 3 fl., office 321
Astana, 010000, Kazakhstan
Email: info@apexpr.kz
tel. +7 701 880 33 88
+ 7 (7172) 79 03 60, + 7 (7172) 79 03 62
www.apexpr.kz
General Director
Turar Akhmetov
+7 701 718 94 53