



LLYC Formerly Llorente & Cuenca

Anticipate

APRIL 2019

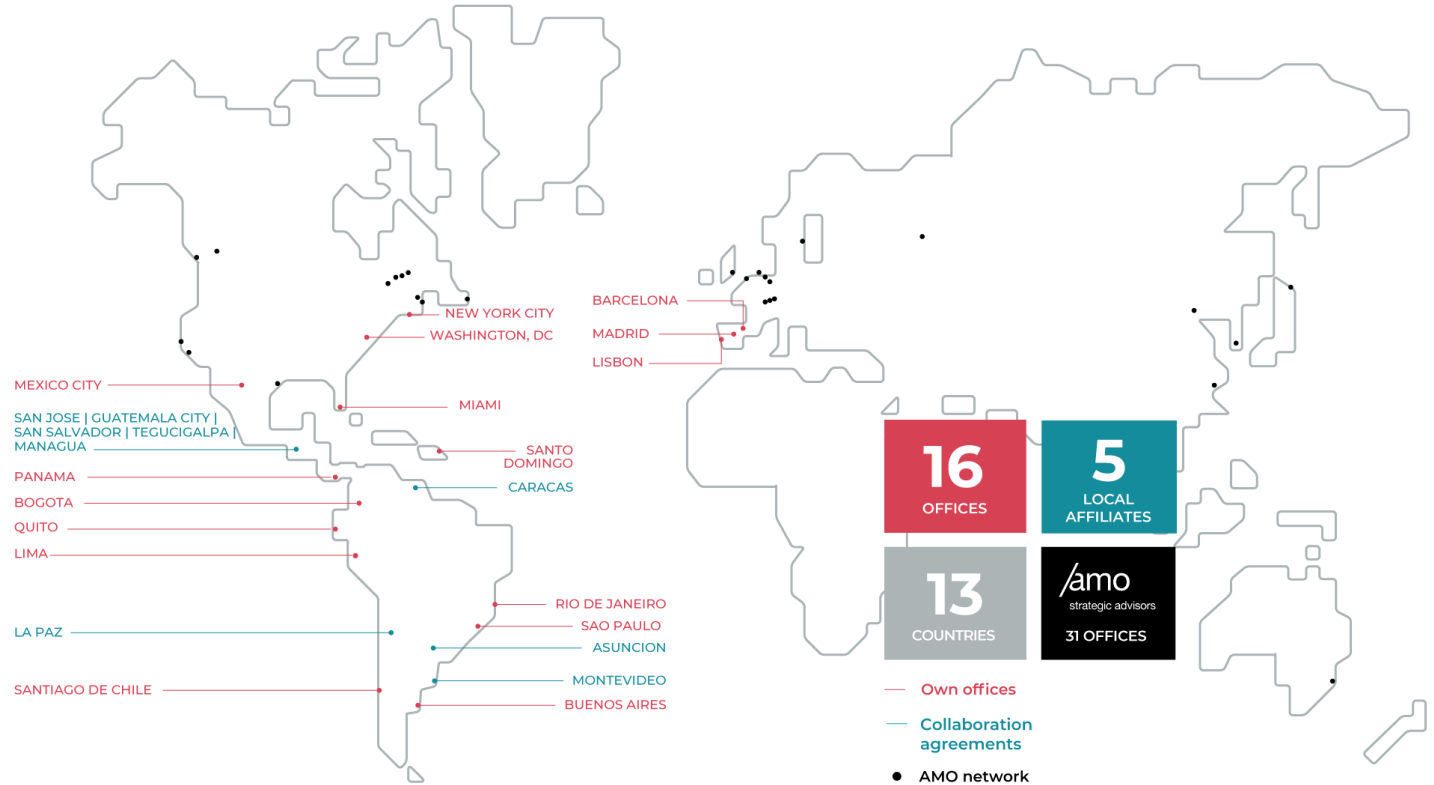
LLYC

One
of the most
respected and
the largest Public
Affairs advisories
in Latin America,
Spain and Portugal



Leaders in Latin America, Spain and Portugal

**REGIONAL LEADERSHIP
WITH STRONG LOCAL
PRESENCE IN THE
MARKETS IN WHICH WE
OPERATE**



Key data

Number
of consultants

600+

Awards in
the past 5 years

300

Founded in

1995

Network of owned offices

U.S.

3

Spain and Portugal

3

LatAm

10

Multicountry

Projects

60+

LLYC Foundation

Projects

22

Volunteers

More than **70%**

Revenue by region



62% Americas

38% Spain and Portugal

Management team's average experience

20+ years

Employees with post-grad studies

97%

2018 Rankings

Communication consultancy of the year in Latin America (Latin American Excellence Awards and International Business Awards 2018).

Best communication consultancy to work for in Spain (Actualidad Económica 2018 ranking).

TOP 1

Spain and Portugal
Latin America

TOP 15

The World's Most
influential PR
companies
(Richtopia Ranking)

TOP 50

Among the 50 most
important PR companies
in the world (PRWeek
and The Holmes Report
2018)

Social Media Presence



More than
10k likes



More than
26k followers



More than
95k followers



More than
3,4k followers



More than
146k views

Adapted
to liquid
modernity

Multi-platform, multi-channel...

70 %
of projects
involve at
least 3
specialties



Top multinational companies operating in Latin America and *Multilatinas*

Leading companies (including Fortune 500 corporations) representing a wide range of industries, present in **multiple countries** across Latin America.



Multilatinas: Latin American family, public or state-owned companies with industry leadership and **strong local ties.**

Well-established global brands and household names.

Add value to business operations

1

IDENTIFY RISKS & QUICKLY CAPITALIZE ON BUSINESS OPPORTUNITIES



Winning business strategies require companies to not only understand the specific characteristics of the economic and competitive landscape, but also the social and political environment to truly anticipate any opportunities that might arise in changing, highly uncertain contexts.

2

DRIVE PUBLIC POLICY AGENDAS TO BENEFIT CLIENT BUSINESS



In many countries, companies and organizations play an active role in drafting public policy thanks to strategic information that enables them to anticipate future scenarios, allowing them to improve and influence government and legislative decision-making.

3

USE STATE-OF-THE-ART TOOLS TO APPROPRIATELY ENGAGE IN DIALOGUE THAT MATTERS



The LLYC public affairs team uses political intelligence, planning and institutional positioning tools to help companies and organizations defend their interests and develop productive dialogues with governments, public administrations and legislators based on legitimate relationships.

Our services



Political and Economic Intelligence

We anticipate regulatory risks and the impact political decisions will have on your business model.



Institutional Positioning

We pinpoint problems affecting a company in its specific social, political and economic context, then develop the solutions that generate both relational and organizational value.



Public Representation

LLYC offers consulting services to help develop a dialogue with governments, public administrations and legislators.

Brazil and Mexico

- After two high-intensity campaigns in both countries, the reality of governing complex institutions with checks and balances, are setting in
- AMLO (Andrés Manuel López Obrador) and Jair Bolsonaro, both anti-establishment figures, promised structural reforms to transform their countries. The task is looking ever more daunting
- Within his first 100 days, Bolsonaro's popularity has tanked amid legislative gridlock and several government scandals
- Stark contrast between both leaders in their relationships with President Trump and the overall US policy in the region
- While Bolsonaro is now seen as a key US ally in the region after a visit to Washington, AMLO has several open fronts with Trump's administration: border situation, migratory flows from Central America, and final approval of NAFTA reform, among others



Argentina and Chile

- Sebastián Piñera and Mauricio Macri are both the face of the new center-right governments in the region (Macri, not so new, but still relevant to political shift in the region)
- Macri will be facing an uphill battle for reelection this year, after painful economic reforms, a sluggish economy and high inflation as he tries to undo Kirchner's policies with financing from the IMF- a loathed institution by many Argentinians
- Both presidents have an agenda of business-friendly reforms and a more traditional approach to macroeconomic policies than their predecessors
- President Piñera is promoting the Forum for the Progress of South America or PROSUR. A new body aimed at fostering regional cooperation and development in South America and to replace UNASUR founded by Hugo Chavez and Nestor Kirchner



SOME EXAMPLES OF OUR PUBLIC AFFAIRS WORK



- Corporate reputation nutrition/health programs: “Ponte al 100”
- Training and government relationship programs in Latin America
- Media and spokesperson trainings



- Industrial leadership for Infant Formulas (CFFI-CANILEC Presidency)
- Impact on international and national regulations for Infant Formula (Codex – DGN – COFEPRIS)
- Reputation program with federal and local governments, as well as national legislators



- Government intelligence
- Training and government relationship programs throughout Latin America
- Kellogg's doing a lot of good work through *Kellogg's Origins™* to train farmers in sustainable practices – like with corn farmers in Argentina

SOME EXAMPLES OF OUR PUBLIC AFFAIRS WORK



- Supreme Court monitoring (SCJN)
- Public agenda on ultra-rare diseases and orphan drugs in Mexico
- Strategic support to include the medicine in the Cuadro Básico, the most expensive catalogue in the world
- Corporate reputation (specialized forums)
- Government relations
- NGO advocacy and empowerment



- Public agenda concerning births and premature babies in Mexico
- Legislative advocacy
- National forum
- Establishment of Citizens Advisory Council
- Promotion of National Premature Babies Day



- Establishment of the Corporate Affairs office
- Public Affairs monitoring
- National Research Award in State Finances
- Legislative advocacy (public finance)

Cultural Cues



CLOUD — GIVEN HISTORY OF POLITICAL CORRUPTION, “LOBBYING” IS A DIRTY WORD. THAT SAID, THE ART OF PUBLIC AFFAIRS IS BECOMING BETTER UNDERSTOOD AND REGULATED.



SPIRIT — COLLABORATION WITH SECTOR-SPECIFIC TRADE GROUPS CAN BE BOTH HELPFUL AND WINNING.



SUN — GOVERNMENT OFFICIALS AND REGULATORS ARE, IN GENERAL, OPEN TO CONVERSATION. NEED TO BE OPEN-EYED TO POLITICAL DEVELOPMENTS AND CAMPAIGN SEASON.



SKY — FORGING RELATIONSHIPS OUTSIDE THE OFFICE CAN BE ESSENTIAL TO BUILDING TRUST AND GOODWILL.

Keys to Success

- ✓ **BE STRATEGIC — SET PRIORITIES, APPLY RESOURCES IT RIGHT PLACES**
- ✓ **COORDINATE INTERACTIONS INTERNALLY AS YOU ENGAGE STAKEHOLDER GROUPS IN MULTI-FACETED WAYS**
- ✓ **ANTICIPATE DISRUPTIONS BY BEING PREPARED TO RE-CALIBRATE**
- ✓ **MONITOR DEVELOPMENTS ONLINE AND IN PERSON**
- ✓ **ENGAGE NOW AND BUILD RELATIONSHIPS WITH POLICY MAKERS AND PROSPECTIVE ALLIES — THE WORSE TIME TO MAKE A FRIEND IS WHEN YOU NEED ONE**
- ✓ **LISTEN AND LEARN**
- ✓ **BE SENSITIVE TO CULTURAL DIFFERENCES**



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