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#### **SALUTE! WE ARE A PROFESSIONAL TEAM WITH YEARS OF EXPERIENCE IN BRAND COMMUNICATION AND CREATIVE SUPPORT**

SALUTE! IS A TEAM OF PROFESSIONALS IN VISUAL AND VERBAL COMMUNICATION: MARKET ANALYTICS, STRATEGIC PLANNERS, ARTISTS, DESIGNERS, MULTI-LANGUAGE COPYWRITERS...

WE HAVE A TIME-PROVEN KNOWLEDGE HOW TO CREATE EFFECTIVE WORKING GROUP FOR ANY PROJECT. WE KNOW WHAT MEANS "IN THE BRIEF" AND "YESTERDAY" IN THE SPECIFIC LANGUAGE OF BRAND COMMUNICATION.

OUR WORK IS ALWAYS UP TO DATE AN WITHIN THE TIMING. IT HELPS US TO BUILD LONG TERM RELATIONSHIP WITH OUR CLIENTS AND PARTNERS.



























THIS REPORT WAS A STARTING POINT OF THE CONTINUES COOPERATION OF THE SALUTE! TEAM AND INTERNATIONL INVESTMENT BANK (THE IIB). THE MAIN PROJECT GOAL WAS TO FIND A SOLUTION HOW TO USE IMAGES OF THE NATURE AND GIVE THEM A FINANCIAL MEANING.

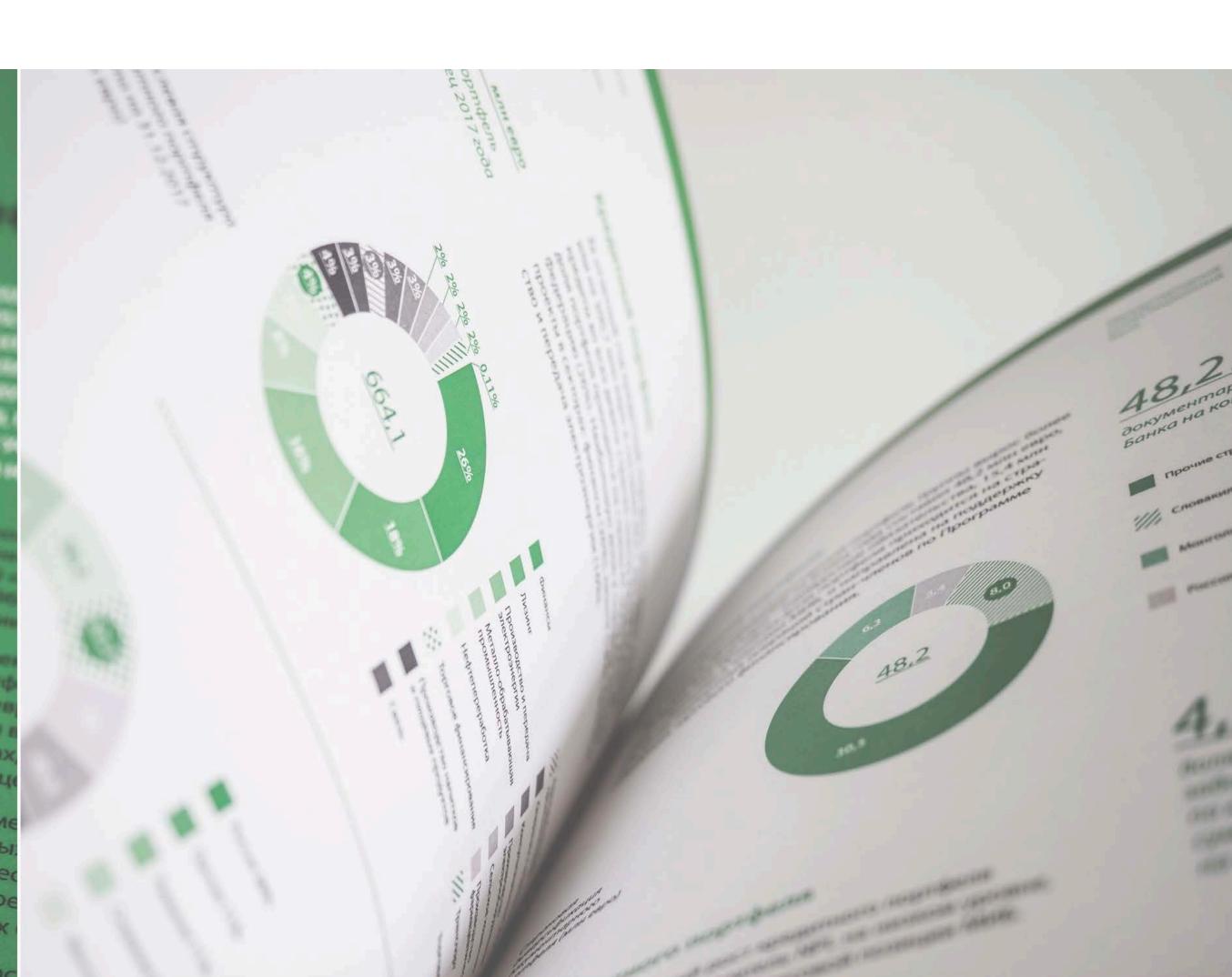




WE CAME UP WITH AN IDEA TO USE A COMBINATION OF B&W STOCK-PHOTOGRAPHY AND AUTHENTIC COMMERCIAL ILLUSTRATIONS. IT HELPED US TO CREATE A UNIQUE LOOK OF THE DOCUMENT AND BRING VISUAL SENCE TO EACH PART OF THE REPORT.

and street street. State on state A production in the particular C. P. State a researcher dissert imperientary superior reneo-acosyssemapreoro nopre 2017 roga. cocrasion 712,4 Mint et результаты 2016 года) и включал в дукты во всех 9-ти странах-членах показателей оптимистического сце В отчетном году в кредитно-докуме несколько крупных международны фоне значительного развития инвес сохранила уровень проблемных кре ных показателей, предусмотренных Общий объем привлеченного долгог состоянию на конец 2017 год





THE 2018 ANNUAL REPORT OF THE IIB WAS PRESENTED DURING AN INTERNATIONAL BUSINESS FORUM IN BUDAPEST, HUNGARY.

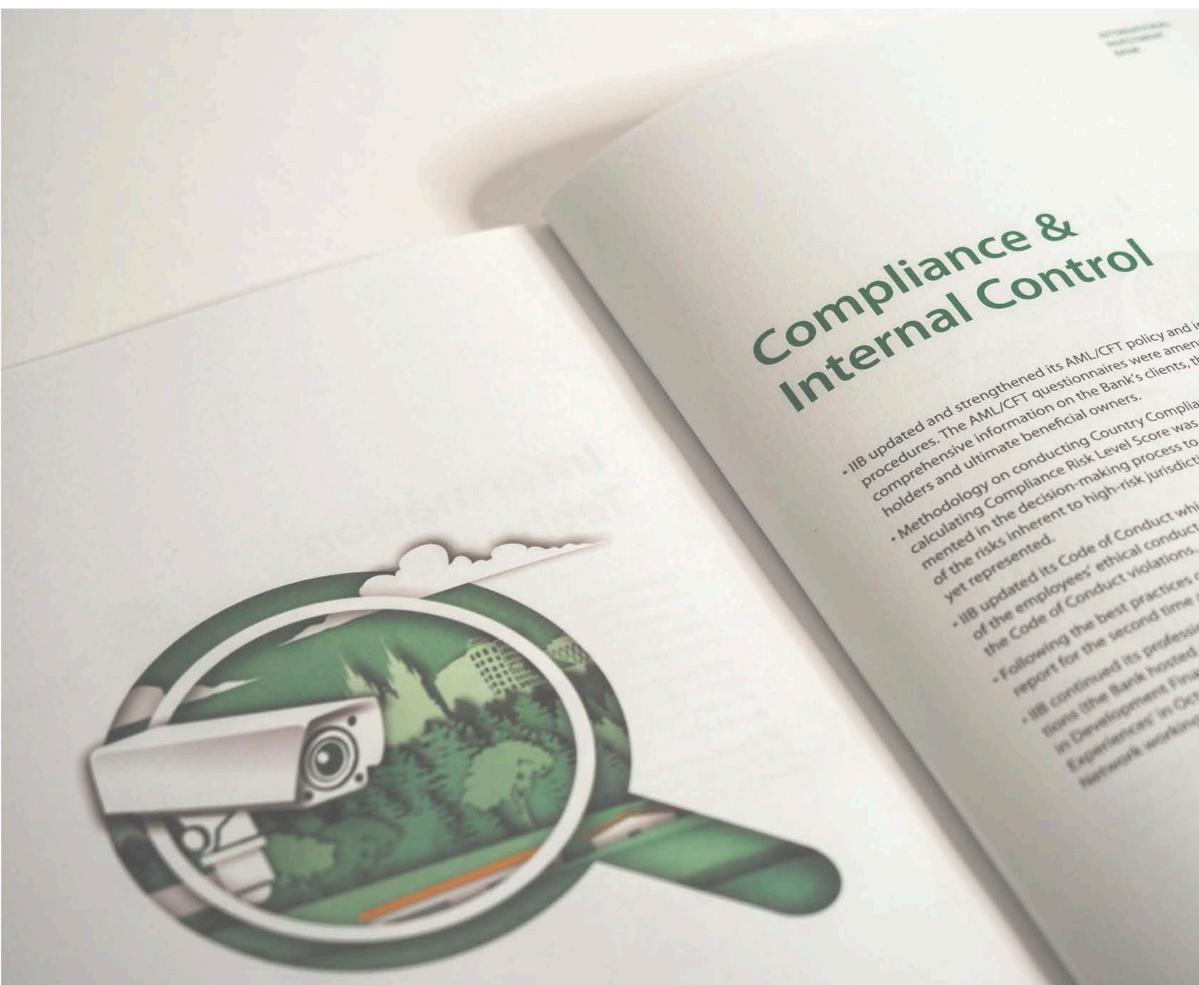




## NATIONAL PARTNERSHIPS BUSINESS FOR GREATER DEVELOPMENT FORUM IMPACT



FOR THIS PROJECT SALUTE! TEAM SUGGESTED TO USE COMMERCIAL ILLUSTRATION IN "PAPER CUT" STYLE.





# where the Bank was not

# Long-Term Borrowings



- IIB updated and strengthened its AML/CFT policy and internal procedures. The AML/CFT questionnaires were amended to obtain comprehensive information on the Bank's clients, their owners/shareholders and ultimate beneficial owners.
- Methodology on conducting Country Compliance Risk Assessment and calculating Compliance Risk Level Score was developed and implemented in the decision-making process to gain a better understanding of the risks inherent to high-risk jurisdictions where the Bank is not yet represented.
- IIB updated its Code of Conduct which encapsulated guiding principles of the employees' ethical conduct and clarified the ways to respond to the Code of Conduct violations.



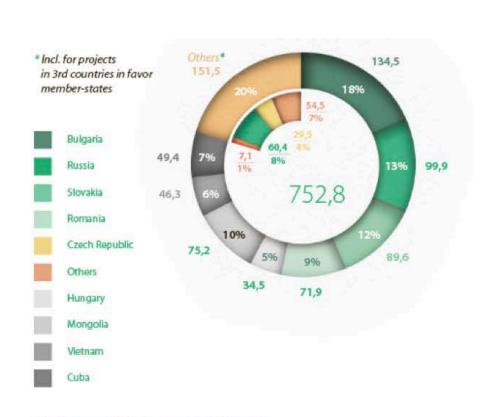
THIS SOLUTION HELPED US TO TRANSLATE BORING FINANCIAL LANGUAGE INTO THE CLEAR AND APPEALING LANGUAGE OF IMAGES AND ILLUSTRATIONS AND IT BECAME A PART OF CORPORATE IDENTITY OF THE **IIB**.



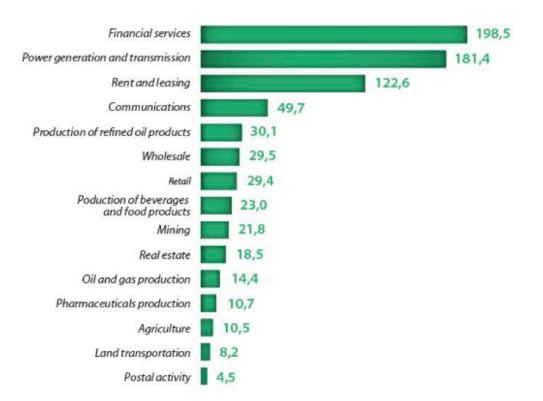








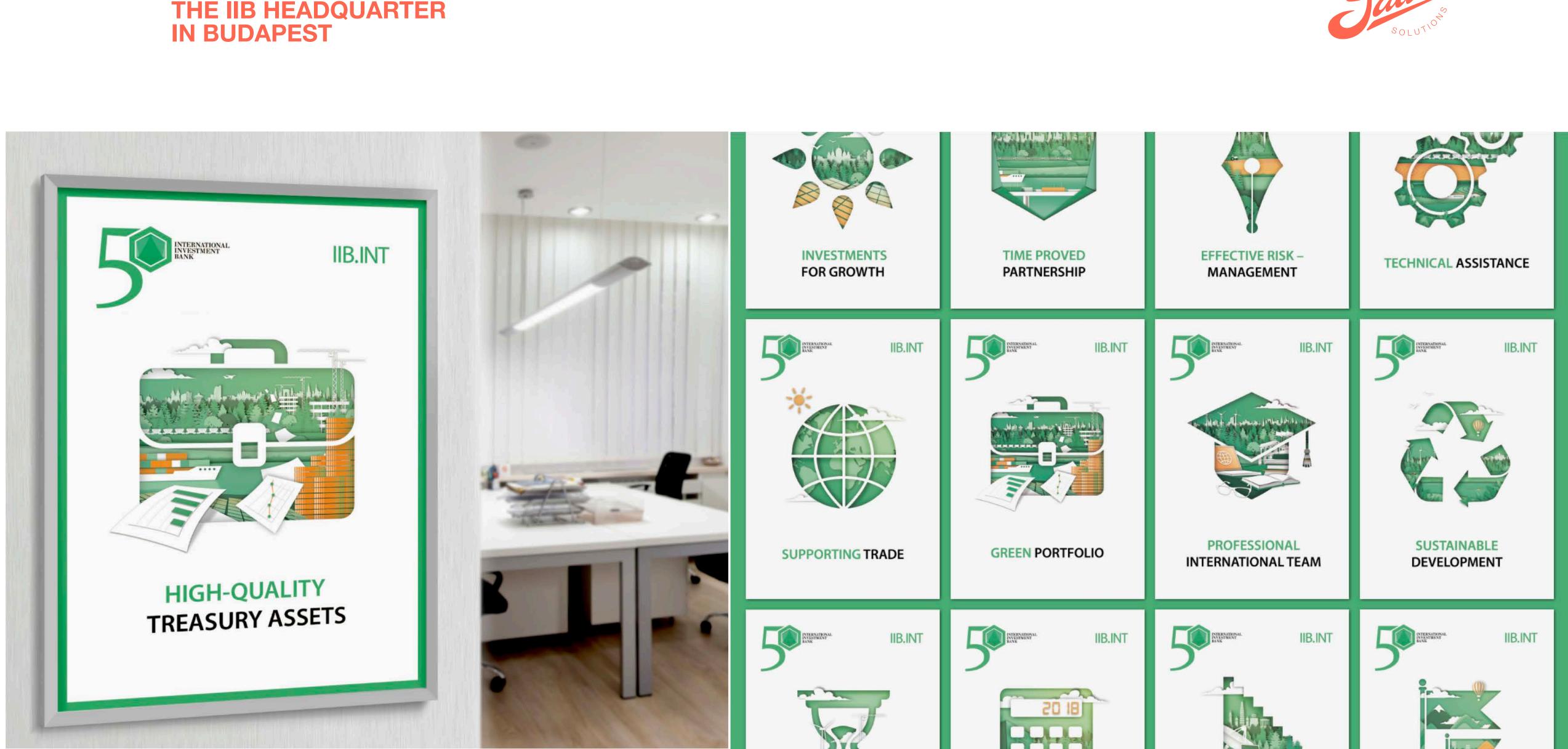
Net loan portfolio by country (EUR mln)



Net loan portfolio by industries (EUR mln)

#### POSTERS FOR THE INTERIOR DECORATION IN THE IIB HEADQUARTER IN BUDAPEST

BASED OF THE ILLUSTRATIONS FOR THE ANNUAL REPORT SALUTE! TEAM CREATED POSTERS FOR EVERY LINE OF THE IIB ACTIVITY.





#### NEW YEAR GREETING CARD FOR IIB

COMMUNICATION MATERIALS.



#### VISUAL STYLE PRESENTED BY THE SALUTE! TEAM AND APPROVED BY THE IIB MARKETING TEAM, ALLOWS US TO CREATE TRULY UNIQUE





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IN 2019 THE IIB MARKETING TEAM MADE A DECISION TO PUBLISH ANNUAL REPORT ONLY IN DIGITAL FORMAT. SALUTE! FROM THE CREATIVE POINT OF VIEW, THIS PROJECT WAS A NEXT LEVEL OF THE PREVIOUS REPORT.

# 🔎 🔍 🌖 International Investment Bank 🗙 🕂 Financial Results

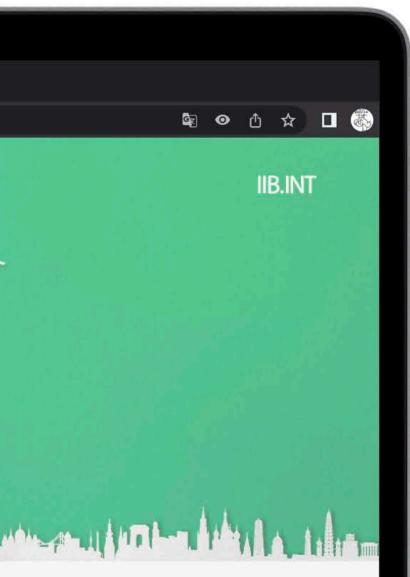
The Group's balance sheet increased by EUR 98,3 mln (or 9%) and reached EUR 1 194,4 mln in 2018, liabilities increased by EUR 118 mln (up to EUR 818,4 mln) compared to the beginning of the year. The Group's equity decreased by EUR 19,6 mln (or 4,9%) and amounted to EUR 376,0 mln on December 31, 2018 due to implementation of IFRS 9.

The Group's net interest bearing assets increased by EUR 105 mln (or 10,5%) and reached EUR 1 096 mln on December 31, 2018.

The consolidated net profit for 2018 reached a record high EUR 5,6 mln.

MacBook Air

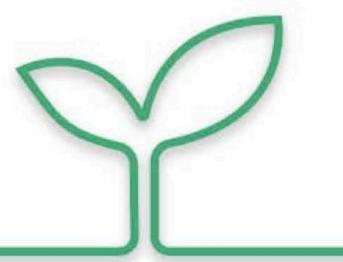




• the Bank managed to exceed significantly the interest income from loans by EUR 11,0 mln (EUR 37,6 mln in 2018 compared to EUR 26,7 mln in 2017) due to the growth of the loan portfolio;

 actual yield on the securities portfolio, including income from the sales of securities, amounted to 4,1% (compared to 6,6% in 2017) due to the growth of investments in high-quality securities with lower yield; the total income from the securities transactions amounted to EUR 9,2 mln at the end of 2018.

The total value of the Development Portfolio assets reached EUR 864,8 mln or 72,4% of total assets at the



WORKING ON COMMERCIAL ILLUSTRATIONS FOR THIS PROJECT SALUTE! ARTISTS SUGGESTED TO WIDEN THE BRAND COLOUR CODE, TO MAKE IMAGES MORE ATTRACTIVE AND CREATE VISUAL CORRELATION BETWEEN ILLUSTRATIONS, INFOGRAPHICS AND CHARTS.

# **IIB.INT** Technical Risk **Assistance Fund** Manageme il A m

#### About

The main purpose of the Technical Assistance Fund (TAF) is to finance the provision of advisory services and technical assistance on the projects financed, or to be financed by IIB within its mandate. The target countries include Mongolia, Vietnam and Cuba. Slovak nationals or firms registered in the Slovak Republic are eligible to bid for projects supported by TAF. TAF was established at the initiative of the Ministry of Finance of the Slovak Republic in 2016.

A significant increase in the Fund operational activity was registered in 2018.



Initial fund size: EUR 1 245 000





As a part of the continuous efforts aimed at the alignment of the risk management system and processes with the industry's best practices and standards, a set of initiatives was carried out:

- · fine-tuning of IFRS 9 (in operational mode) continued: parameters and process calibration, P/L forecast and volatility management, automation, validation methodology project (scope for 2019: development of the validation framework as per the IFRS 9 best practices);
- Early Warning System: 2nd phase (interaction procedures, selection, and implementation of external data/news searching tool; establishing the prototype of consolidated EWS database), increased operational flexibility and responsiveness (next steps: automation, industry differentiation, first steps in exploring possibilities of AI and FinTech);
- Capital Adequacy Measurement/Management: further evolution of Basel CAR calculation methodology (testing elements IRB-F approach for credit risk, implementation of Credit Valuation Adjustment and Counterparty Credit Risk for derivatives), improving Project Priority Score technique (automatic calculation);



 stress testing tech the results indicate external shocks (w 2008-2009 financi confirmed; import strengthening of t

The IIB's success in a system in accordance es and standards ha international rating ground for further o

#### PACKAGE DESIGN FOR AN EXCLUSIVE NEW YEAR GIFT

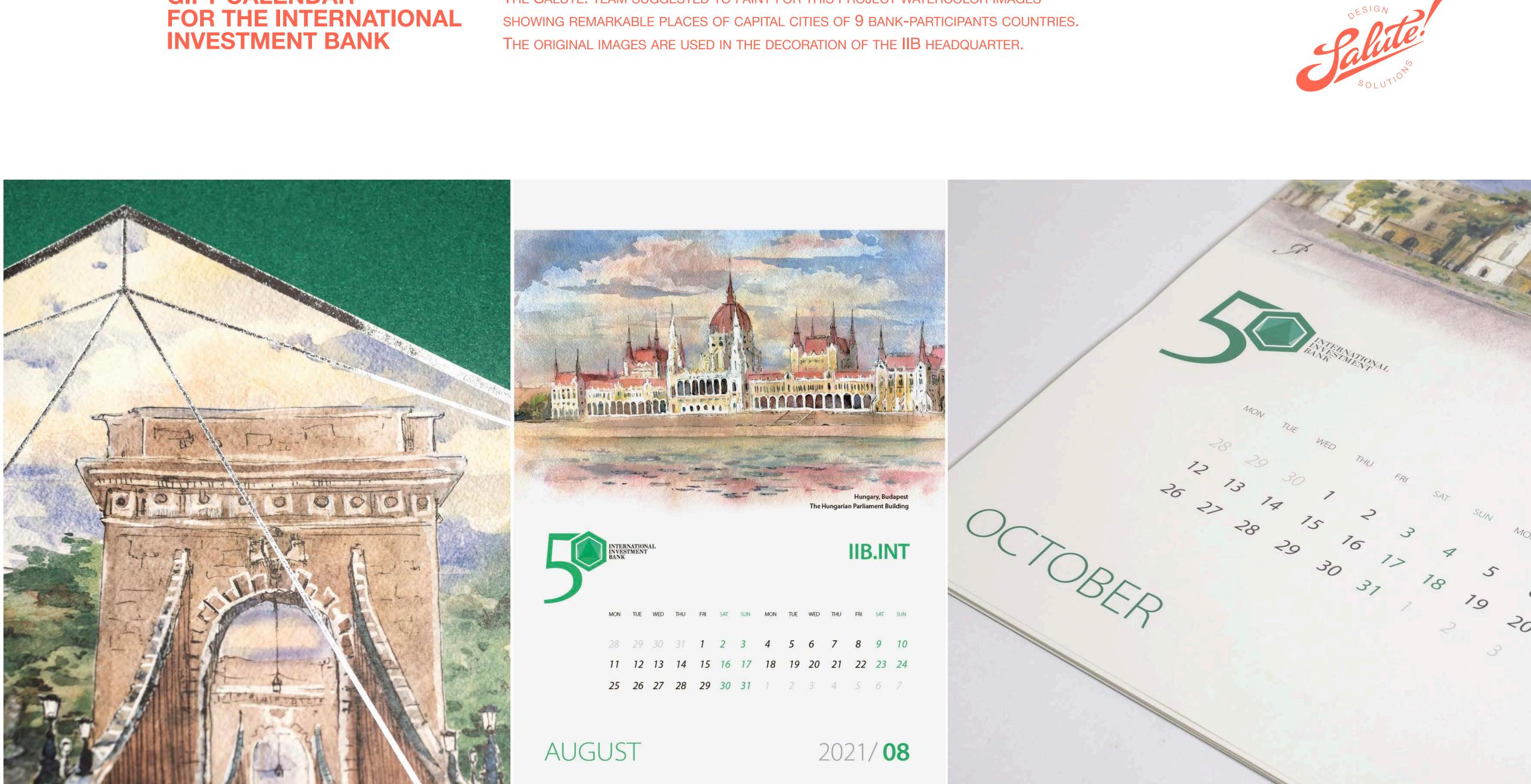
IN 2018 THE IIB HEADQUARTER WAS MOVED TO BUDAPEST, HUNGARY. SINCE THAT TIME IT IS LOCATED IN A HISTORICAL BUILDING IN THE DOWNTOWN OF HUNGARIAN CAPITAL. THIS TRULY REMARKABLE EVENT IS REFLECTED IN THE DRAWING ON THE GIFT PACKAGE, WHERE THE LANCHID PALOTA IS SURROUNDED WITH OTHER REMARKABLE BUILDINGS AND PLACES OF BUDAPEST.





# **GIFT CALENDAR**

THE SALUTE! TEAM SUGGESTED TO PAINT FOR THIS PROJECT WATERCOLOR IMAGES





#### SET OF BRIEF STAMPS DEDICATED **TO THE 50TH BANK** ANNIVERSARY

THE OF WATERCOLORS ARE ALSO USED TO CREATE A VIP-GIFT

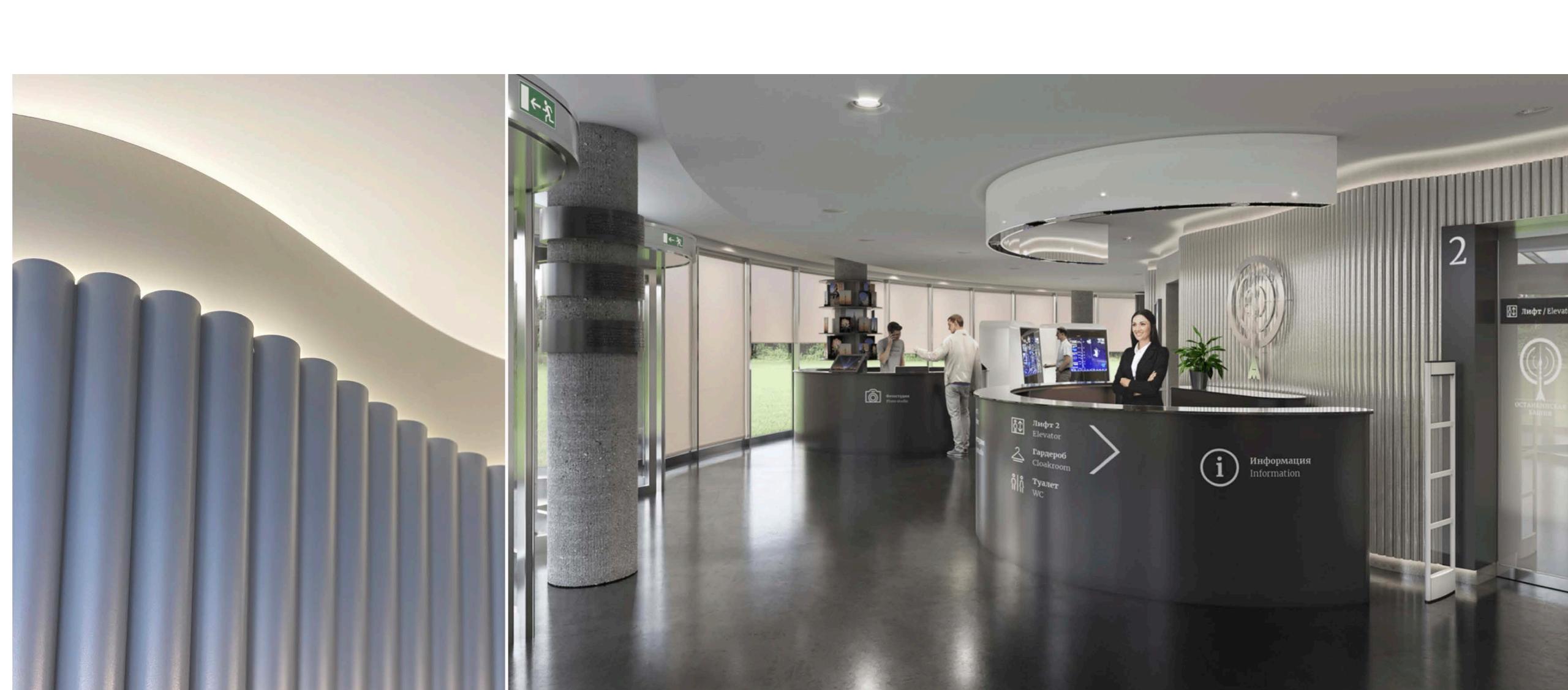


## - A SET OF BRIEF STAMPS DEDICATED TO THE 50TH BANK ANNIVERSARY.



#### NAVIGATION IN THE OSTANKINO TV-TOWER

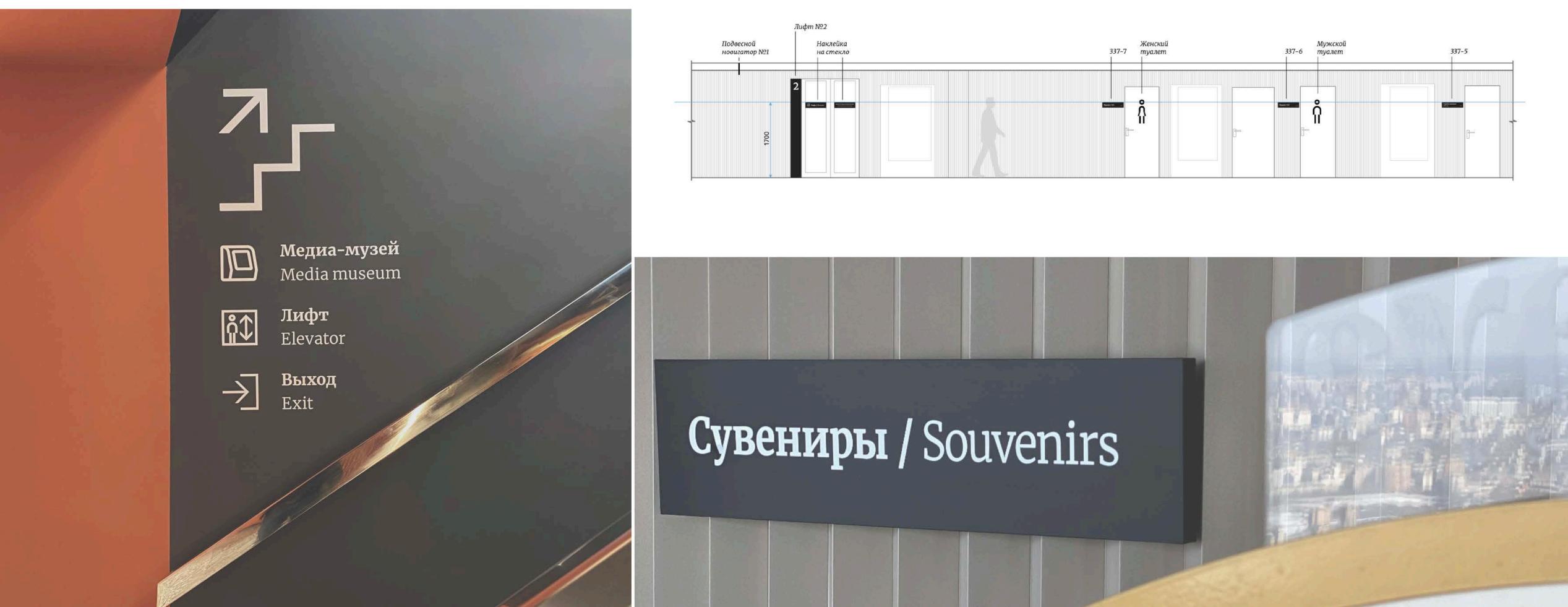
IN THE COLLABORATION WITH AN ARCHITECT, WHO HAS DEVELOPED NEW INTERIORS FOR THE PUBLIC SPACES OF THE TV-TOWER, OUR TEAM HAS CREATED THE NAVIGATION SYSTEM AND UNIQUE INFOGRAPHICS FOR THE TOWER MUSEUM AND VIEWPOINTS.





#### NAVIGATION **IN THE OSTANKINO TV-TOWER**

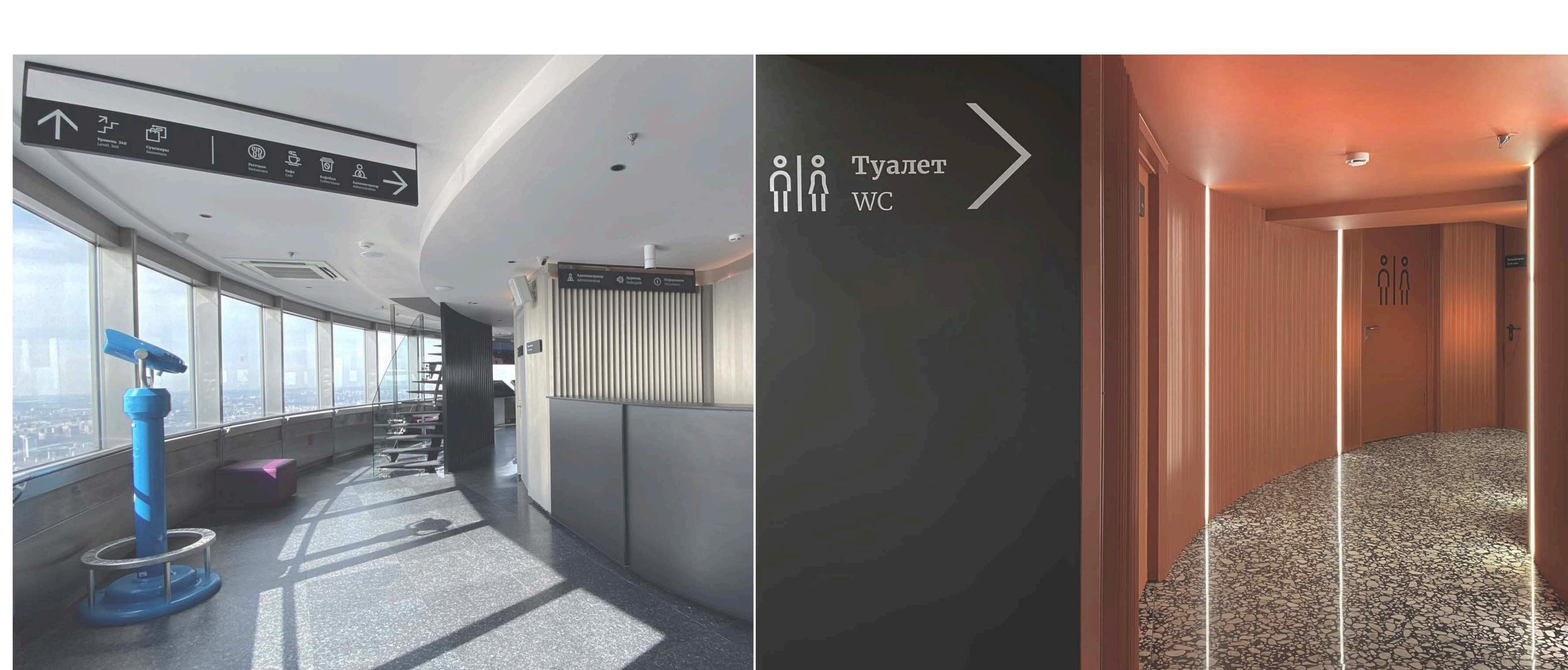
BOTH THE INTERIOR DISIGN AND THE NAVIGATION ARE USING RESTRAINED COLOUR CODE, THAT CREATES CALM AND VISUALLY ATTRACTIVE ATMOSPHERE.





#### NAVIGATION IN THE OSTANKINO TV-TOWER

APPROVED DESIGN SOLUTION ATTRACTS THE MAIN ATTENTION TO THE MUSEUM OBJECTS, BUT AT THE SAME TIME IT STAYS VISUALLY NOTICEABLE, MAKING THE PLACE CLEAR AND USER-FRENDLY.





#### PACKAGING DESIGN FOR THE EAPTEKA PHARMACY

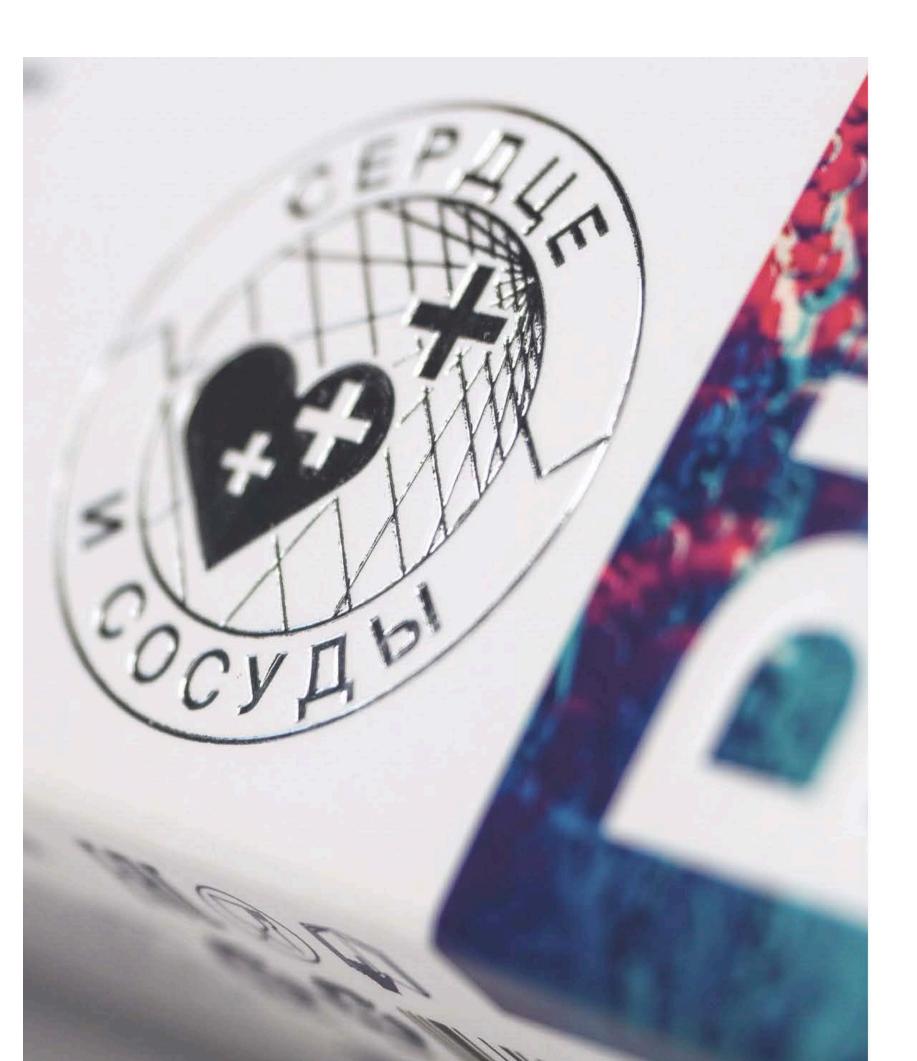
THIS PROJECT TOOK A LOT OF ATTENTION FROM THE SALUTE! TEAM. AFTER CREATING A DESIGN CONCEPT, OUR DESIGNERS DEVELOPED A WHOLE RANGE OF PACKAGING FOR DIFFERENT TYPES OF DIETARY SUPPLEMENTS AND SKU'S.





#### **PACKAGING DESIGN** FOR THE EAPTEKA PHARMACY

IN ORDER TO EMPHASIZE THE SCOPE OF APPLICATION OF EACH DRUG, A SERIES OF SPECIAL SIGNS WAS DEVELOPED THAT CLEARLY DEMONSTRATE THE ORGANS ON WHICH THE BENEFICIAL EFFECT IS SHOWN, OR THE MAIN ELEMENT CONTAINED IN THE PILLS.











#### PACKAGING DESIGN FOR THE EAPTEKA PHARMACY

WHILE THE PRODUCTION OF THE PACKAGING WAS DONE IN SEVERAL PRINTHOUSES, THE SALUTE! TEAM HAS DONE A PRODUCTION SUPPORT AND QUALITY CHECK, MAKING SURE ALL THE EDITIONS ARE DONE ACCORNGLY TO THE GUIDE LINES AND QUALITY STANDARDS.





#### PACKAGING DESIGN FOR THE ERKAPHARM PHARMACY

CREATION OF A PRIVATE BRAND NEEDS A LOT OF KNOWLEDGE BOTH IN MARKETING AND DESIGN. THIS SEGMENT HAS A PLENTY OF WISHES AND TONS OF RESTRICTIONS.





#### PACKAGING DESIGN FOR THE ERKAPHARM PHARMACY

BEFORE A PRIVATE BRAND APPEARS ON A SHELF, IT TAKES TIME TO GET AN APPROVAL OF 'EVERY POINT AND DOT'. THE SALUTE! TEAM HAS A SERIOUS EXPERIENCE IN PACKAGING DESIGN TO MAKE THE WORKING PROCESS TIME SAVING FROM THE VERY BEGINNING.





#### **SET OF POSM FOR DENTSPLY** SIRONA

SALUTE! DESIGNERS KNOW HOW TO WORK WITH BRANDBOOKS AND GUIDE LINES. WE KEEP IN MIND BRAND CHARACTER WHILE SEARCHING STOCK-IMAGES, WE GENTLY FOLLOW THE RULES OF LAYOUTING, WE DO A LOT OF OTHER SMALL THINGS TO MAKE A BRAND LOOK CONSISTENCY.

#### Образовательная программа

Dentsply Sirona Implants 2019

THE DENTAL SOLUTIONS **COMPANY™** 







#### CORPORATE LEAFLET FOR THE ROLS ISOMARKET COMPANY

SALUTE! TEAM WORKS WITH ONE OF THE BIGGEST INSULATION PRODUCERS IN EASTERN EUROPE MORE TEN YEARS. CREATION AND PRODUCTION OF THIS LEAFLET GIVES US A LOT OF EXPERIENCE AND HUGE OPPORTUNITY TO CREATE LONG TERM RELATIONSHIP WITH THE CLIENT.





#### **POSTERS FOR ENERGOFLEX®** – **THE LOCOMOTIVE BRAND OF ROLS ISOMARKET INSULATION.**

NOW DAYS ENERGOFLEX® IS A MARKET LEADER AND BENCHMARK FOR QUALITY, BUT IT TOOK YEARS OF OUR CREATIVITY AND KEEPING OF BRAND CONSISTENCY TO MAKE IT HAPPEN.



Energoflex\* Super и отличаются наличием продольного разреза, на обе стороны которого предварительно нанесен клеевой слой. Это позволяет значительно упростить и ускорить установку теплоизоляционных конструкций, а также снизить расход клея. Применение самоклеящихся трубок дает возможность даже непрофессиональным изолировщикам выполнить аккуратный и качественный монтаж.



более чем в два раза.

ROLS ISOMARKET является лидером рынка технической теплоизоляции из вспененного полиэтилена. Компания предлагает полный ассортимент теплоизоляционных материалов для систем вентиляции, кондиционирования, отопления и водоснабжения. Теплоизоляционные материалы Energofiex\*обладают высокими теплофизическими и эксплуатационными свойствами, обеспечивающими надежное и высокотехнологичное решение проблемы тепловой изоляции по оптимальной цене. Получить полную информацию о продукции компании ROLS ISOMARKET можно на сайте www.rols-isomarket.ru



ROLS ISOMARKEY принется лицером ремна технической тегномалляции из вспененного полизиитель. Компания предпагает полный ассортивнит теплоновляниюмных материалов для систем вентиязции, кондиционирования, отоплення и водоснабжения. Теплоизолящионные материалы EnergoBex\* сбладают высоками теллофизическими и эксператационными спойствами, обеспечивающими надежное и высокотехнологичное решение тепловой изолиции по-оптимальной цене. Получить полную информацию с продукции компании ROLS ISOMARKET иского на caline www.rols-isomarket.ru

ROLS ISOMARKET REARETOR RADEDOV DARKS SERVICEORIA TERMOROMULAR AD SCIENCERPTORDO нцичного материалов для гистом отстанния, вороснобовния, вонтитеции и основности выспалам тептофизнассками в экстимитационными свойотбами, сбеспечивления наз ascragas as president uses. Ponytare noneyo vedopitatiko o mogyacuta knamer

#### **VISUAL IDENTITY FOR ROLS ISOMARKET** QUALITY **SERTIFICATION**

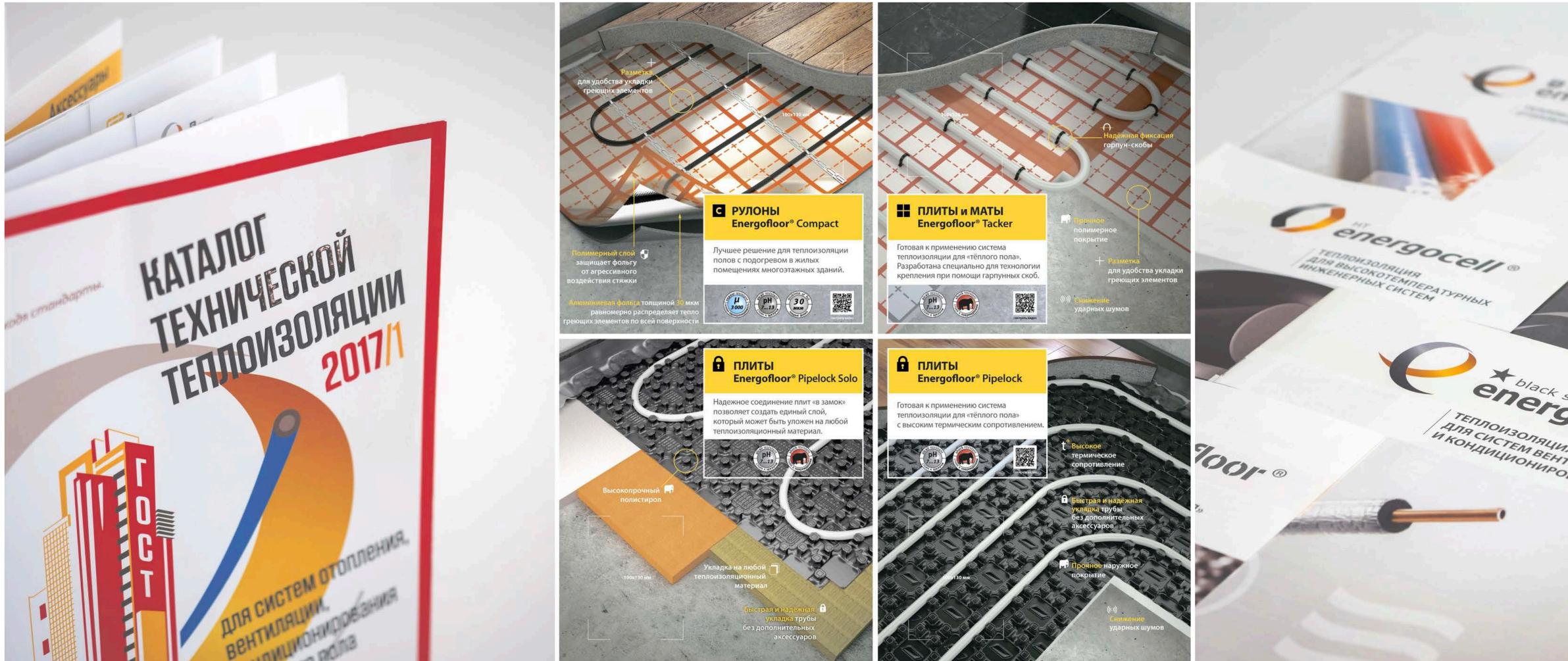
TO ATTRACT CONSUMERS ATTENTION TO THE FACT THAT **ROLS ISOMARKET INSULATION IS A HIGHEST QUALITY** PRODUCT, SALUTE! CREATIVES TOOK INSPIRATION IN CONSTRUCTIVISM AND BAUHAUS STYLE. AS A RESULT OF AN ADVERTISING CAMPAIGN THE PERCEPTION OF ENERGOFLEX® WAS BROUGHT TO A TOTALLY NEW LEVEL.





#### TECHNICAL INSULATION CATALOGUE INFORMATION STANDS AND PRODUCT LEAFLETS

ONE OF THE MOST EFFECTIVE COMMUNICATION CHANNELS ON THE INSULATION MARKET IS A PARTICIPATION IN AN ANNUAL PROFESSIONAL EXHIBITION. YEAR BY YEAR SALUTE! TEAM CREATES FOR ROLS ISOMARKET A RANGE OF COMMUNICATION MATERIALS FROM PRODUCT LEAFLETS TO CORNER DESIGN AND VISUAL ART.





#### A GIFT FOR PARTICIPANTS OF THE ANNUAL 'PLUMBERS DAY'

THERE IS NOTHING SPECIAL IN A PROMO T-SHIRT, BUT IF YOU CREATE AN UNIQUE PRINT AND TAKE CARE OF THE FINAL PRODUCT QUALITY YOU WILL GET A MEMORABLE AND EFFECTIVE MEDIA.

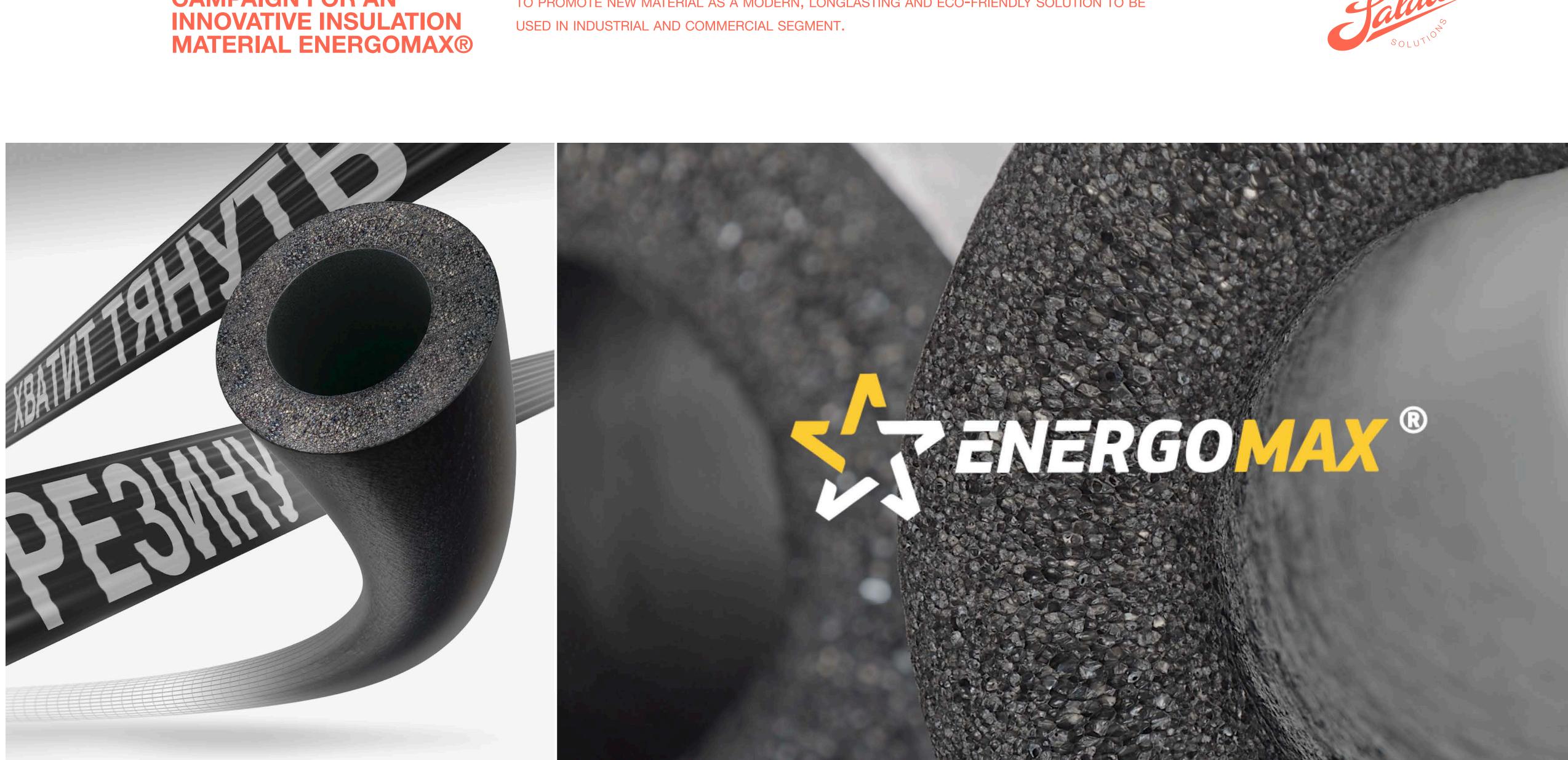






## **BRAND LOGOTYPE AND COMMUNICATION CAMPAIGN FOR AN**

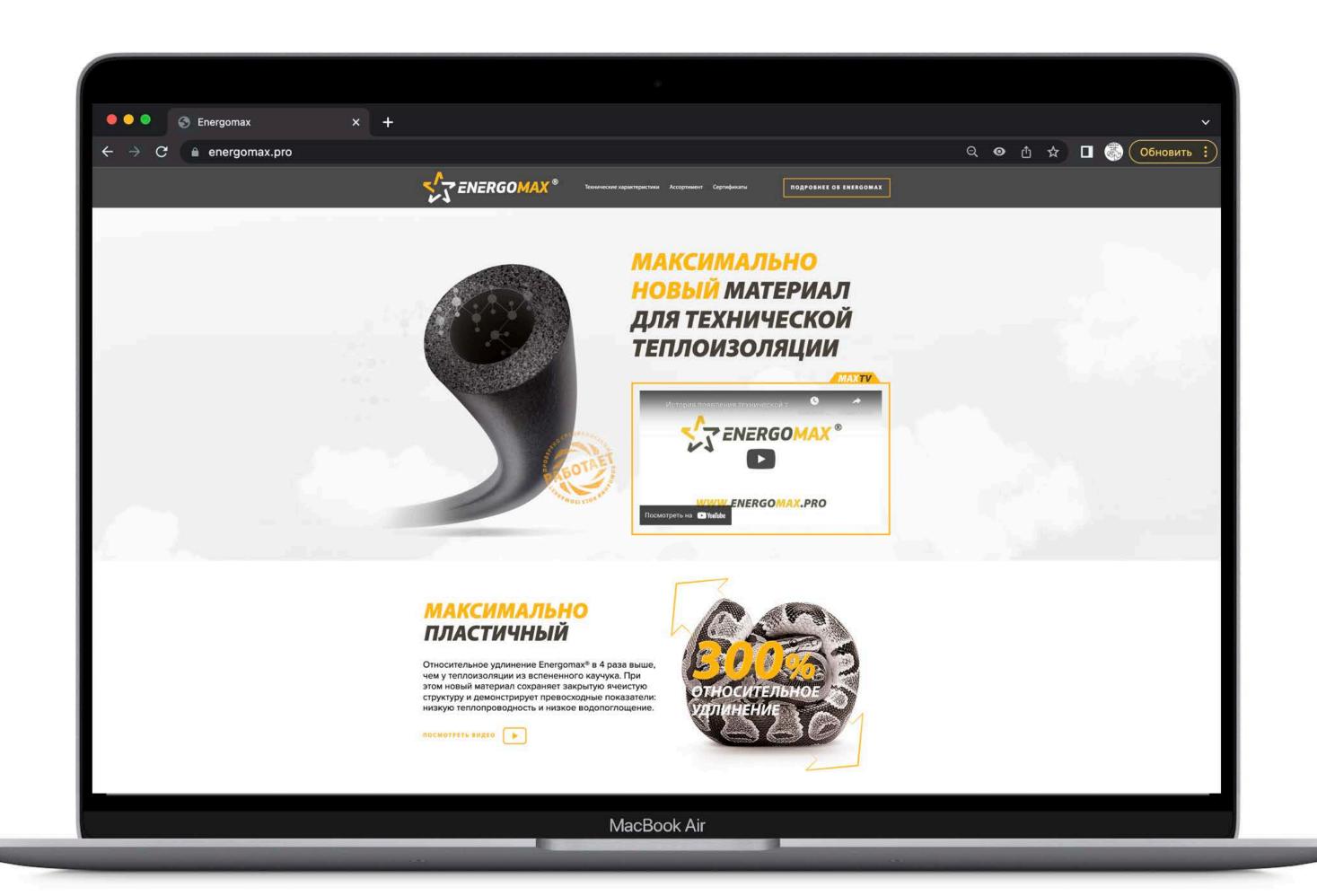
THE NEW INSULATION MATERIAL ENERGOMAX® COMBINES BEST OF TWO WORLDS: FOAMED POLYETHYLENE AND FOAMED RUBBER. THE MAIN IDEA OF THE COMMUNICATION CAMPAIGN WAS TO PROMOTE NEW MATERIAL AS A MODERN, LONGLASTING AND ECO-FRIENDLY SOLUTION TO BE





#### LANDING PAGE **AND PROMO SITE** FOR ENERGOMAX® INSULATION

DEMONSTRATION OF THE MAIN BRAND BENEFITS.



## ENERGOMAX® COMMUNICATION CAMPAIGN IS A B2B PROJECT, BUILD ON CLEAR



#### МАКСИМАЛЬНО **МОРОЗОСТОЙКИЙ**

Полиолефиновый пластомер (РОР) не подвержен разрушительному воздействию низких температур, поэтому Energomax® сохраняет гибкость даже при минус 80° С, в то время как теплоизоляционные изделия из вспененного каучука после охлаждения до минус 20° С становятся хрупкими и разрушаются даже при незначительном механическом воздействии.





+++++ +++++ 111 года

#### **МАКСИМАЛЬНО ДОЛГОВЕЧНЫЙ**

Использование полиолефинового пластомера (РОР), имеющего особый молекулярный состав, позволило увеличить срок службы теплоизоляционного материала до 43,8 лет. По этому показателю Energomax® почти в 3 раза превосходит теплоизоляцию из вспененного каучука.

посмотреть видео

#### МАКСИМАЛЬНО ТЕХНОЛОГИЧНЫЙ

В отличие от теплоизоляции из вспененного каучука, Energomax® можно не только склеивать, но и сваривать при помощи аппарата для сварки полипропиленовых труб. Это позволяет быстро и качественно выполнять монтаж теплоизоляционных конструкций любой сложности, а также экономить на клее и трудозатратах.









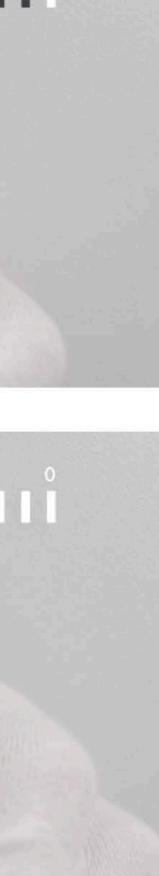
#### PRODUCT VIDEO FOR ENERGOMAX® INSULATION

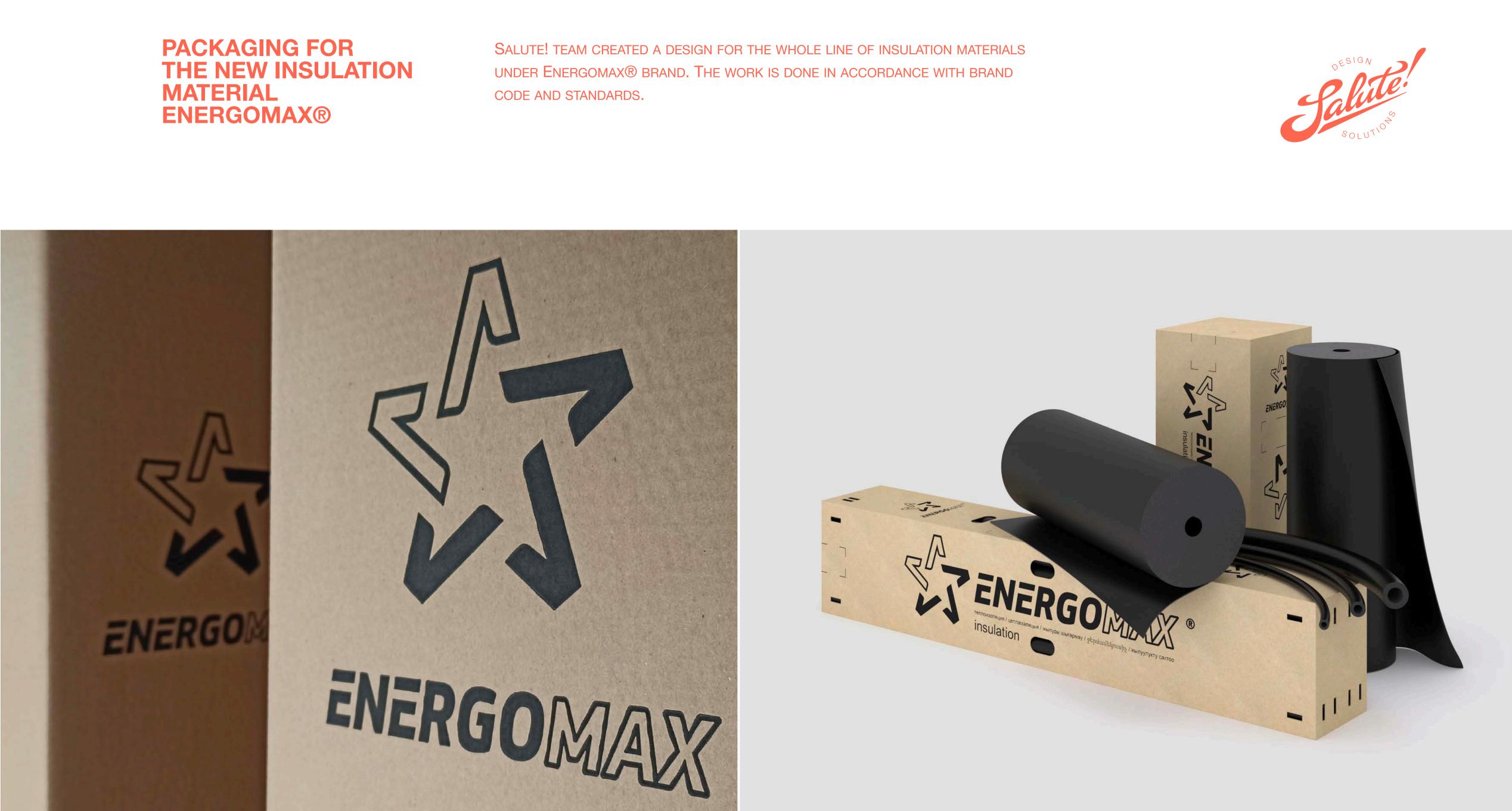
THE MAIN COMMUNICATION CHANNEL FOR ENEROGAX® PROMOTION BECAME THE INTERNET. SALUTE! TEAM CREATED AND PRODUCED A SERIES OF DEMO-VIDEO, EXPLAINING MAIN ADVANTAGES OF THE NEW BRAND.

ENERGOMAX.PRO











#### VISUAL STYLE FOR ROLS ISOMARKET QUALITY CHECK LABORATORY

QUALITY IS ONE OF THE MAIN PRIORITIES FOR ROLS ISOMAKET. TO CHECK AND PROVE THE QUALITY OF THEIR MATERIALS ROLS ISOMARKET HAS DEVELOPED A SPECIAL LABORATORY AND THE SALUTE! TEAM HAS CREATED A BRAND LOGO AND STYLE FOR THIS PROJECT.





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#### INVITATIONS TO ROLS ISOMARKET CORPORATE EVENTS

THE SALUTE! TEAM CRATED A UNIQUE LOOK NAMING STYLE FOR THE ANNUAL CORPORATE EVENT THAT TAKES PLACE IN REMARKABLE PLACES AROUND THE GLOBE.





#### PACKAGING FOR THE NEW YEAR GIFT FOR ROLS ISOMARKET DISTRIBUTERS

COVID-19 RESTRICTIONS FORCE ROLS ISOMARKET AND SALUTE! TEAM TO FIND NEW WAYS IN COMMUNICATION WITH THE TARGET AUDIENCE.





#### PACKAGING FOR THE NEW YEAR GIFT FOR ROLS ISOMARKET DISTRIBUTERS

CORPORATE EVENTS ARE REPLACED WITH CORPORATE GIFTS AND SALUTE! ARTISTS CREATED UNIQUE ILLUSTRATION FOR THEM.





#### **EVERY TASK HAS A SOLUTION**

ALWAYS ON-LINE: ZIPPER82@GMAIL.COM

