



ROBILANTASSOCIATI: 2011 YEAR OF CONSOLIDATION

The company presents its results. Consulting services expand into new industries. Retail Branding grows exponentially.

Milan, January 2012 – The year 2011 closes with a plus sign and **growth during the two-year period 2010-2011 of close to 11%** for

RobilantAssociati S.p.A., an Italian company that has confirmed its leadership year after year in the national and international Brand Advisory market.

The company has implemented a strategy of expansion in recent years. Focusing on a progressive expansion of the range of services offered and the capacity to offer its clients holistic brand consulting services, this strategy has allowed the company to close the year 2011 with **revenues of nearly 11 million euros**.

“We have reaffirmed our positioning and demonstrated that our brand-driven approach to business consulting is an effective and winning strategy that is applicable across a variety of industries, including, for example, law offices,” comments Maurizio di Robilant, founder and president of RobilantAssociati. “This is thanks to the fact that our method helps clients to define a brand that emanates directly from the talent embodied in their business and that thus can be easily implemented coherently and consistently at all levels of communication.”

RobilantAssociati’s faith in the effectiveness of the brand, embodied as a guiding principle for the construction of a strong and shared business culture, has prompted the company to invest increasingly in the area of **Company Culture**. It has thus created a Business Unit dedicated to assisting companies in the processes of share management, transformation, and innovation of organizational assets through training guided by brand values, change management, and internal communication.

The success, in the very short term, of **Retail Branding** deserves special mention. “Having intuited that this expansion of services was perfectly in line with the evolving needs of our clients, we were able to seize new opportunities,” states Roger Botti, COO and Creative Director of the Retail Division, “and to achieve true consolidation in this area of services, which has grown by 130% since 2010.”

Lastly, the parallel need to succeed in conceiving and planning collective growth in the middle-to-long term has favored the consolidation of a **virtuous system of networking with the Private Equity sector**, and especially with the institutes focusing on both the financial and the industrial aspects of business growth in our country.

This new dialogue is developing on two fronts: the active involvement of RobilantAssociati to support the growth and development efforts of affiliates of Private Equity firms; increased opportunities for RobilantAssociati clients to access financing for their growth plans through this network.