

## Corporate Profile

Pico is a global total brand activation company listed on The Stock Exchange of Hong Kong Limited ("HKEX") since 1992 (stock code: 752).

Our uniqueness and strengths continue to lie in the diversity of some 2,000 inspired professionals working in 34 cities worldwide. Since our founding over 50 years ago, they have enabled Pico Group to be a leader in delivering unforgettable, immersive engagements to target audiences around the globe. We call this Total Brand Activation.

Total Brand Activation in this new era is experience-led and digital-first, with brands and events aiming to leverage the potential of both online and offline experience. Looking forward, our entire spectrum of expertise will be engaged in engineering increasingly integrated activations. These may blend in-person immediacy, spontaneity and immersiveness with the enhanced experiences and content of digital, and the time-space transcending flexibility of online participation, into a seamless, cross-experiential and deeply impactful whole.

Our capabilities today accordingly continue to expand and develop, bringing us the innovation, creative power and know-how our clients need as they face the challenges – and the fresh opportunities – of tomorrow.

## Core Business

### The Pico Difference

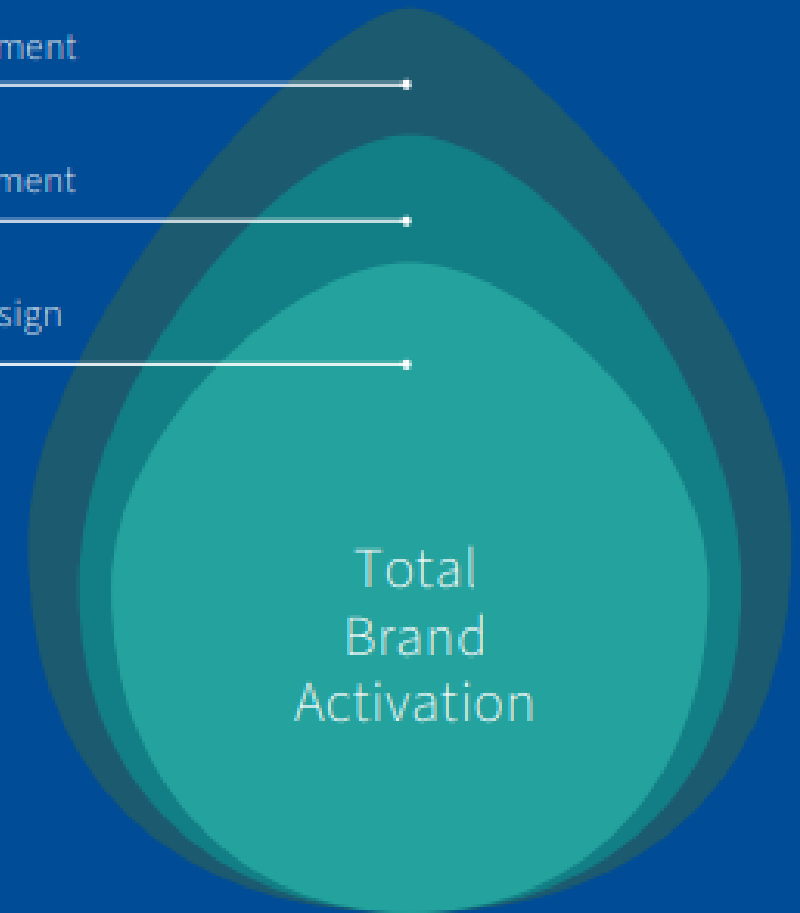
Brand Engagement

Digital Enablement

Experience Design

Total  
Brand  
Activation

Brand Impact

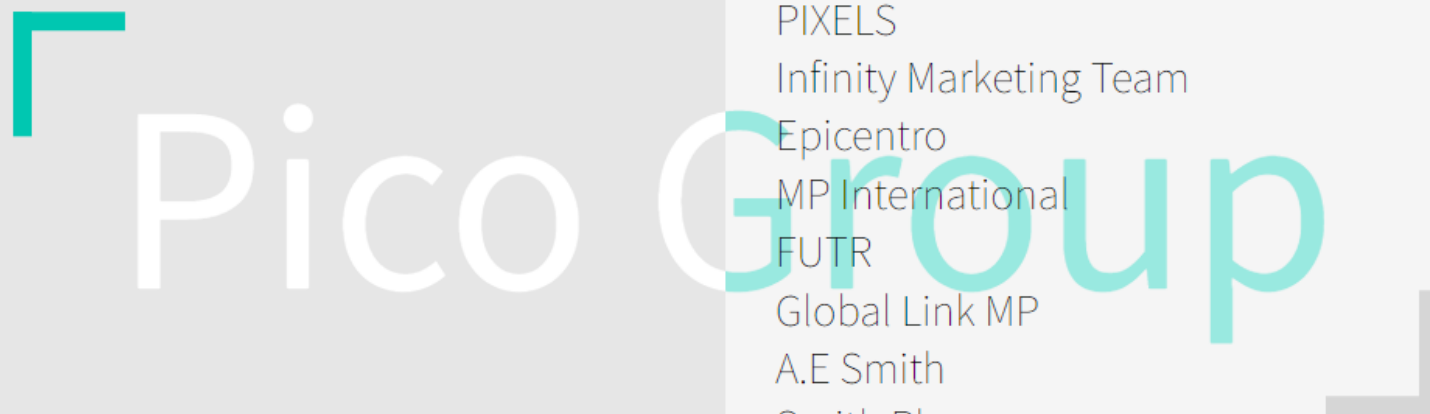


## Vision, Mission, Values and Culture

<b>Vision</b>	<b>The global leader in total brand activation</b>			
<b>Mission</b>	<b>To deliver tomorrow's impactful experiences today</b>			
<b>4 Pillars of Our Mission</b>	<b>People</b> One team of energetic specialists embracing changes	<b>Process</b> One collective focus on solving our business challenges today and tomorrow	<b>Purpose</b> One aspiration in creating sustainable value for all stakeholders	<b>Place</b> One integrated network operating in a borderless marketplace
<b>Our Values and Culture</b>	<b>Passion</b> We are passionate in what we do	<b>Innovation</b> We challenge the status quo and embrace new ideas	<b>Commitment</b> We deliver with honour, integrity and empathy	<b>One Pico</b> We unite through diversity, equity, and inclusion

For more than half a century, Pico's success and leadership have been built on vision, innovation and a forward-looking willingness to embrace change. Embracing change starts with defining our purpose, our vision and mission, and our values and culture. The objective is to build a strong and agile organisation that can move with the times and overcome challenges.

## Pico Group Companies



- Pico
- Pico+
- Pico Pro
- Pico Play
- TBA Creative Network
- PIXELS
- Infinity Marketing Team
- Epicentro
- MP International
- FUTR
- Global Link MP
- A.E Smith
- Smith Plus
- World Image
- Jinjiang International Convention and Exhibition Center
- Yangon Convention Centre
- Spectra