

# Summit Partners—the FleetCor Investment



Some exits but some bitter moments...2008 hepatotoxicity crisis



Conclusion



## Who we are

A team of Senior Partners, coming from the communication and marketing management and University Research and a team of social & multimedia professionals

Focus on Innovative Communication Strategies

16 years growing with Herbalife, joining forces media, social media, marketing support, sponsorships...



## But also such a very good moments!!!!

- 2002 (2004) 4th Communication Partner
- awarded with the participation of several leading business associations in the business
- awarded Director, President of 2007
- the project that an awarding, recognition & evidence
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- 2019 (2020) 1st participation of brand being chosen as a partner in the brand
- 2020 (2021) 1st participation of brand being chosen as a partner in the brand
- 2021 (2022) 1st participation of brand being chosen as a partner in the brand
- 2022 (2023) 1st participation of brand being chosen as a partner in the brand
- 2023 (2024) 1st participation of brand being chosen as a partner in the brand

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- **Herbalife**
  - 16 years partnership with a successful model of the life cycle
  - All the marketing programs, developed to create for business opportunities
- **Herbalife**
  - awarded Director in several leading business associations in the business
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## Who we Are

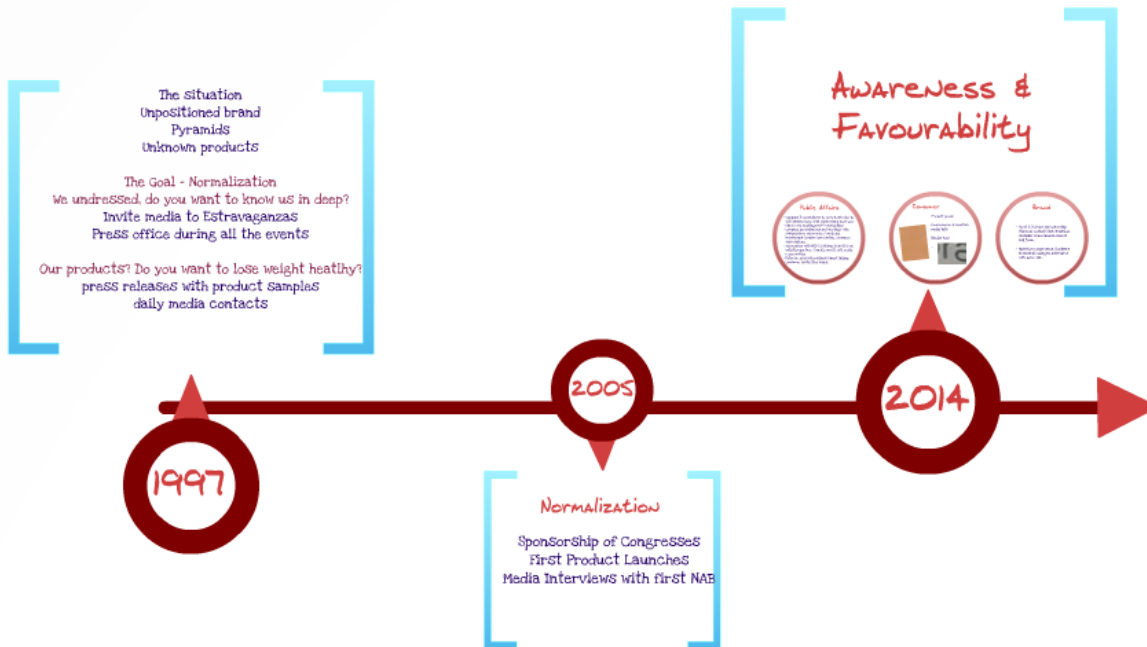
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# 1997...2014, the picture



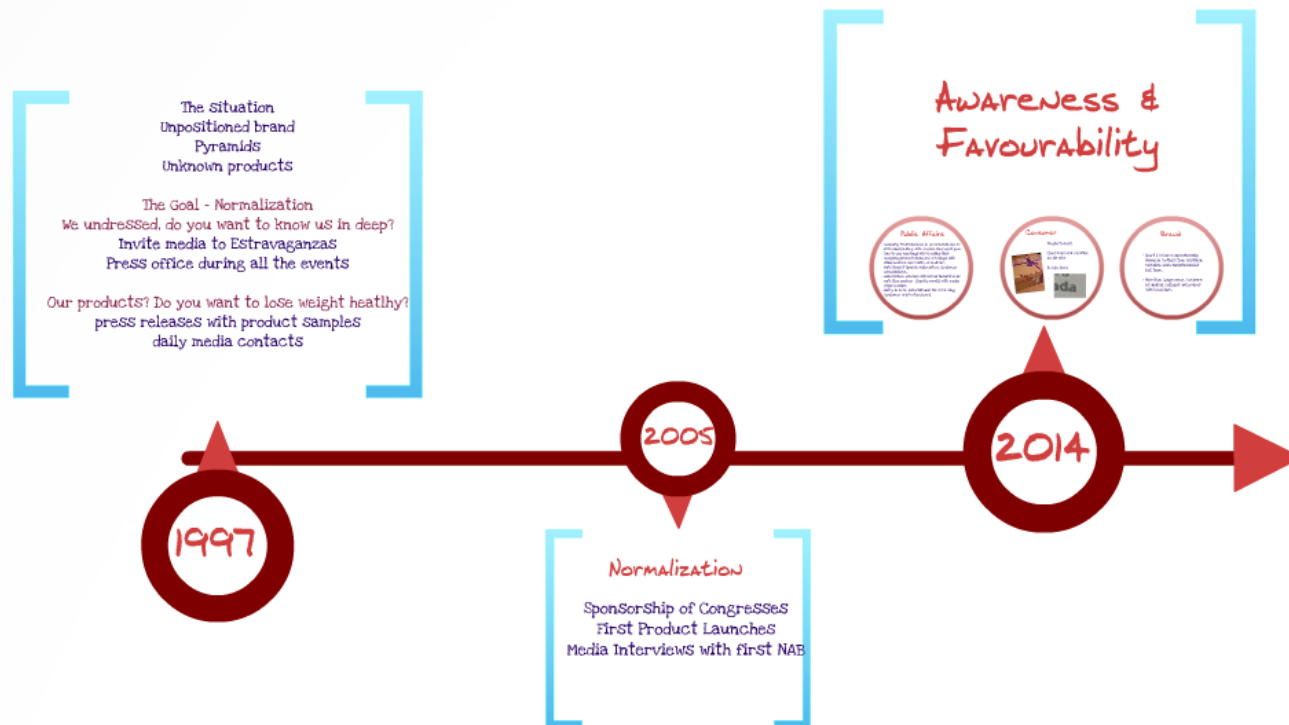
The situation  
Unpositioned brand  
Pyramids  
Unknown products

The Goal - Normalization  
We undressed, do you want to know us in deep?  
Invite media to Estravaganzas  
Press office during all the events  
Our products? Do you want to lose weight healthly?  
press releases with product samples  
daily media contacts



Norm  
SponsorS  
First Pr  
Media Inter

# 1997...2014, the picture





2005

## *Normalization*



Sponsorship of Congresses  
First Product Launches  
Media Interviews with first NAB