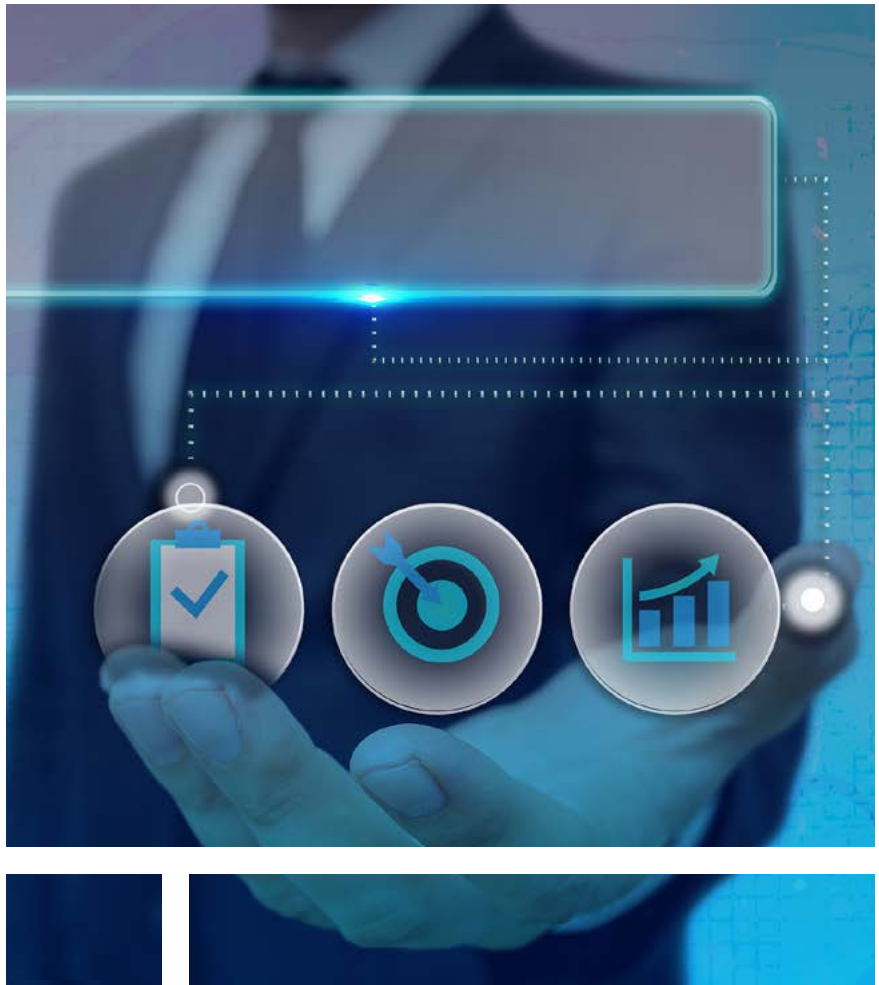


RUBINS-STEINMETZ

Public Relations & Strategic Consulting



YOUR FRONT OFFICE IN ISRAEL

RUBINS-STEINMETZ Public Relations & Strategic Consulting was founded in 2006.

The company provides strategic-media consulting services, campaign management, spokesperson services and public relations to commercial entities, regulators, government companies and government ministries.

The company specializes in promoting the interests of international business companies interested in penetrating the Israeli market and reaching the Israeli public, decision-makers, government and regulatory bodies in areas such as real estate and infrastructure, finance, investment and insurance, high-tech, energy, agriculture, etc. Whether the goal is to invest and join activities in the Israeli market and influence public opinion in Israel or whether the goal is to recruit Israeli investors for investments and activities abroad.

The company provides research and market analysis services of relevant business activities in Israel, research and analysis on the political environment, media monitoring, public opinion polls and various regulatory aspects.

In addition, as a well-established company in the business arena in Israel, we specialize in connections and business links and collaborations. In many cases and as needed, we look after for the interests of our international clients and act as their “eyes and ears” in Israel.

HOW DO WE DO IT?

Each client is assigned a dedicated task team consisting of strategy and tactics experts and includes, as necessary, other relevant factors such as advertising, research institutes, lobbying services and government relations, legal advice, etc.

The company's strategy teams build a dedicated strategic penetration plan for each client that combines a variety of advanced tools and sophisticated communication techniques to advance the specific interests and achieve the desired goal.

The company's tactical teams use a variety of relevant communication tools, including the broad media - press, radio, television, marketing content, online channels and social networks, participation in media events, exhibitions and conferences, commercial collaborations with the leading media in Israel and all other relevant activities to advance the client's interests in Israel.

It is important to emphasize that all activities in Israel are carried out in accordance with and in close coordination with the international company's media policy.



AREAS OF EXPERTISE

Formulation of a strategy and its implementation:

The company combines extensive experience and an in-depth understanding of the business strategy and an in-depth knowledge of the business arena and the arena in which the client operates. A combination that allows for a broad vision and formulation of a strategic plan that will serve the client's operational goals. The company provides its clients with a comprehensive media-strategic response, including: formulating a strategic plan and defining marketing, image, political and commercial goals for various time frames, crisis management and their prevention, changing perceptions, market research and opinion polls, dealing with regulation and competition, lobbying services, advertising and legal advice, as required.

Social media:

The company provides its clients with a comprehensive solution in the field of social networks, including consulting on the establishment of network infrastructure, content consulting, consulting in video content production, writing services, initiating online moves, continuous work on social networks, including bloggers and forum moderators, monitoring discussions, responding to cyber threats and more.

PR services:

The company provides its customers with PR and spokesperson services, including content creation, investigations, journalistic writing, writing and distributing press releases, answering queries, initiating media moves, maintaining regular contact with the press, formulating position documents and message boxes, communication workshops and standing in front of a camera, initiating item articles, interviews, etc.

managing and initiating outreach activities, providing feedback on current events in the media and initiating press events – press conferences, briefings, initiating communication generating events and more.

Management of the public-media environment:

Our company has extensive experience in designing a public image, while mapping and managing its relationships in various arenas: public, media, business and regulatory. The company provides its clients with a comprehensive strategic analysis of the arenas of influence while operating and managing various sets of actions such as spokespersons, public relations, lobbying, advertising, events and other tools, all especially adapted to promoting the client's needs.



YOUR FRONT OFFICE IN ISRAEL

Services for international companies:

The company has special expertise in operating with international companies and entities seeking to operate in the Israeli market. Beyond the services offered to all clients, the company offers its international clients guidance and familiarity with the Israeli market, local media, Israeli society, regulatory and governmental factors, knowledge of the business arena, market research and public opinion studies. In addition, the company specializes in creating awareness, connections and recognition that will allow the international company to penetrate the Israeli market and promote its interests in this market. This, while adapting the international company's strategy and messages to its Israeli target audience.

Crisis management:

The company has unique and extensive expertise in the field of crisis management for commercial entities, government authorities and private individuals. In this context, the company handles crisis management as well as the creation of preliminary vaccines for preventing and containing crises as well as building an image and a commercial rehabilitation plan after the crisis is averted.

Finances and investments:

The company has a unique and extensive expertise in the field of financial public relations. Among other things, the company has been engaged in regulation of the capital market, representation of various bodies and institutions, public relations for issuing stock, promotion of public companies, banks, international and local insurance companies, investment houses and more.

Expertise in real estate:

The company has extensive experience in managing public relations and information systems in the field of real estate, for projects of various scales, from boutique projects to projects worth billions of shekels. This includes formulating communication strategies, initiating and accompanying media events and sales events and ongoing support for the marketing system of companies in the field of commercial real estate and residential real estate in Israel and abroad.

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