

Could the tender scope be expanded to include additional countries or regions beyond those specified in the document

The necessary regions are included in the RFP, we do not wish to expand this at this point in time.

Would you consider hiring independent agencies for the regions?

We are open to different models if they meet our business and budgetary needs.

Will the engaged agency be expected to coordinate PR activities in the listed and any additional regions

Yes, supported by our Senior PR Manager centrally, and our Marketing Managers regionally.

How much coverage are you expecting, in each geography? I.e. one story per week, month, several over the year. How much thought leadership?

As a guidance, in 2024 we achieved more than 1,000 pieces of coverage, which includes approx. 200 pieces of top tier or priority trade coverage. This is from press releases, interviews, opinion pieces, commentary etc. We would be looking to improve these results by 20% in 2025

Do you have in mind a ballpark budget?

We can not share our budget with you at this stage.

Which country(ies) will be your priority?

As outlined in the RFP, our priority regions for this tender are: Pan-EU and Brussels (EU institutions), Iberia, France, Benelux, DACH, Scandinavia (in particular Sweden), and the US (focus East coast).

Which level of spokespersons are you thinking of? CEO, press office, technical experts, all of the above? Would they be available for live interviews, will they need to be media trained?

Central: CEO, Innovation Director, Education Director and thematic Leaders / technology experts. Regional spokes are our regional CEOs.

Are you looking into paid media as well? What about social media support, will you need that as well?

Social media is outside the scope of this RFP. No, we do not look for paid opportunities.

Where are you planning to focus on, when discussing the US? Policy/regulation, funding or on cooperations with universities and research?

US focus is Boston, as that is where our office is. But we want to grow our presence in the US, which is why we have a focus on the East Coast. The main focus for the US is investors and supporting our start-ups.

How impactful will the rebranding be on the company? How central will it be to this work

It is the brand to take us to our goal of becoming a \$10 billion company by 2030. The work is led centrally and supported regionally.

What more specifically are you thinking about when you mention `thought leadership`?

Long form content, like opinion pieces to generate coverage on themes that support of business objectives, like our exits. Thought leadership is also commentary and featuring our spokes people on podcasts, radio or TV

Could we also ask you please to elaborate on your need to consider press outreach at the intersection of investor communications – how does this need factor into your media criteria?

A key goal for our company this year is our Private Placement and achieving a number of exits. Therefore the content we write and the placements we look for needs to consider the type of content investors want to read about and placed in the publications they read.

Do you prefer any particular format? Should the proposal rather be presented in Word or PowerPoint? Is there preferred minimum and/or maximum length?

We prefer a pdf. No min/max length, please ensure you cover all points concisely.

Should all seven geographical regions be treated with the same level of priority?

All regions have equal priority. However, that does not mean we need to split time equally between them.

Should the proposal contain a full copy of the insurance policy or only a confirmation from our insurer? Any further minimum insurance required? What is the aim of this element of the proposal?

Please provide proof of the requested insurance if you have it. A one-page confirmation from your supplier is fine.