



INTRODUCTION TO THE GROUP

2022

1. ABOUT NESIS / THE PLAN / MISSION / VISION / VALUES
THE TEAM / LETTER / OTHER INFORMATION

ABOUT US

NESIS is an emerging group passionate about high quality with the purpose to integrate fashion brands established in Latin America and take them to the next level. The goal is to position the group as a leader in lifestyle companies by offering services in different industries that include hospitality, leisure activities, and more.

The NESIS plan

Connecting with entrepreneurs, designers, artisans, and customer service experts to grow with them while bringing brands and products closer to consumers than ever before.

The way to GrOw

- *Lead* with products and services.
- *Equal* and better opportunities.
- *Always* willing to invest in growth.
- *Develop* customer loyalty by constantly adding value to their lives.

Our measures of SUCCESS

Consumers are the best way to monitor this aspect.

Customer satisfaction is key to extend our operations - always walk the extra mile.

Deliver profitable growth in a sustainable way.

Drive the company to top financial performance and **make our brands & allies grow** - if they grow we grow. That's a fact.

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THE MISSION IS TO...

Exceed with our brands, services, alliances, and products the expectations of those passionate about high quality and first class service by offering them involving and immersive experiences to create a one of a kind customer-company relationship while positioning Latin America as a world class player in the luxury world.

IN OUR VISION

We dream of a better world, and for it to come true we want to provide better opportunities for future team members by expanding our operation to as many countries we can in South, Central, and North America over the next 5 years. Always delivering excellence and setting higher standards for us as a company and those who will take us where we want to be, our clients.

OUR VALUES

- Deliver **top 1% experiences** on any field we cover with our operations.
- **Always innovate** to keep us standing tall.
- Accountability: **We accept full responsibility** for our decisions and the consequences these might bring.
- **Have a positive impact** at all cost.
- Always do it better, we do it with **passion**.

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THANKS FOR GETTING
TO KNOW US...

Jacobo Polanco
NESIS Group.

Born in **Cali, Colombia**.
Passionate about fashion,
luxury, service and helping
others.
Always with a clear vision to
grow and goodwill to do
what it takes to succeed
with those around him.
At age **16** he moved to
Miami, Florida to enroll in
fashion school and later on
moved to **Milan, Italy** to
study fashion Business.

"At *NESIS* we take pride on
being **Latin American**.
Quality and premier service
are the heart of our strategy.
Our purpose is to fulfill the
lives of those who make part
of this dream supplying
excellence as people
demand for better day by
day. I think teamwork and
passion will always be the
path to follow in order to
accomplish our mission."

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Eliane Hellmers

Chief Marketing Officer, NESIS Group.

Born in **Asuncion, Paraguay**. She got in the Fashion world at age **18** when she moved to **London, England** for school and signed up for Fashion Styling/Digital Marketing. After completing the program she moved to **Milan, Italy** to study Fashion Business.

Photography, working with others, creating strategies and fashion are the things that keep her always moving.

"This project is a synonymous of hope and trust. Hope for **Latin American** entrepreneurs, trust on our community and its capacity to deliver world class products and services, and within those aspects we should include that by empowering our community and businesses in the region the whole continent will eventually change for good. I believe that with the right strategy and using our resources properly we will make it to where we want to be."

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Stefano Camerin

Strategic and Creative Director, NESIS Group.

Born in **Cali, Colombia**.

At age **18** he moved to **Milan, Italy** to study Industrial Design at IED Milano. After completing this chapter he started working as a watch designer for an Italy Based company and then he decided to enroll for a master's in Accessory Design at Politecnico di Milano. He has always been a very curious person with a strong need to explore new things and expand his world constantly.

Creativity and passion are two words that describe him to perfection

"**NESIS** is the perfect project to somehow apply my international vision in **Latin America** and support the community to grow as I also grow.

Colombia and countries in the region are countries with a huge potential and we'd love to share that greatness with the whole world by innovating, providing opportunities to be stronger, and elevating what we do to stand out, always having this international vision"

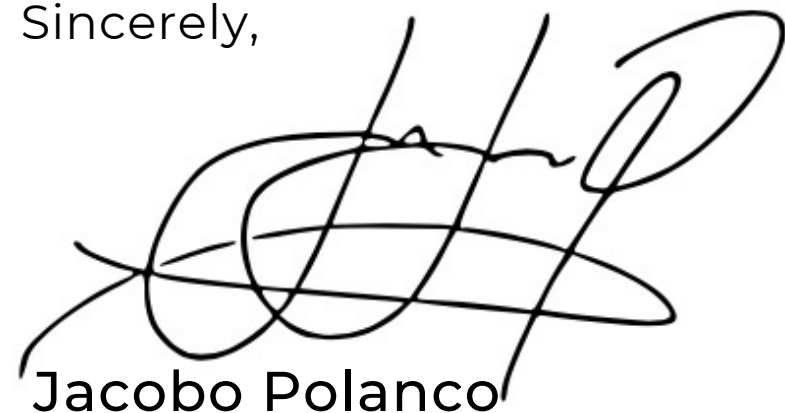
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There are great opportunities ahead of us to grow. At NESIS we put people first - Allies, team members, and clients. As it was previously mentioned quality and service are the core of our operation and we are committed to always provide these at its maximum in order to take advantage of the opportunities.

We focus on driving consumer engagement through a 360° strategy that will allow us to reach a wider audience while we develop loyalty by always implementing our plan.

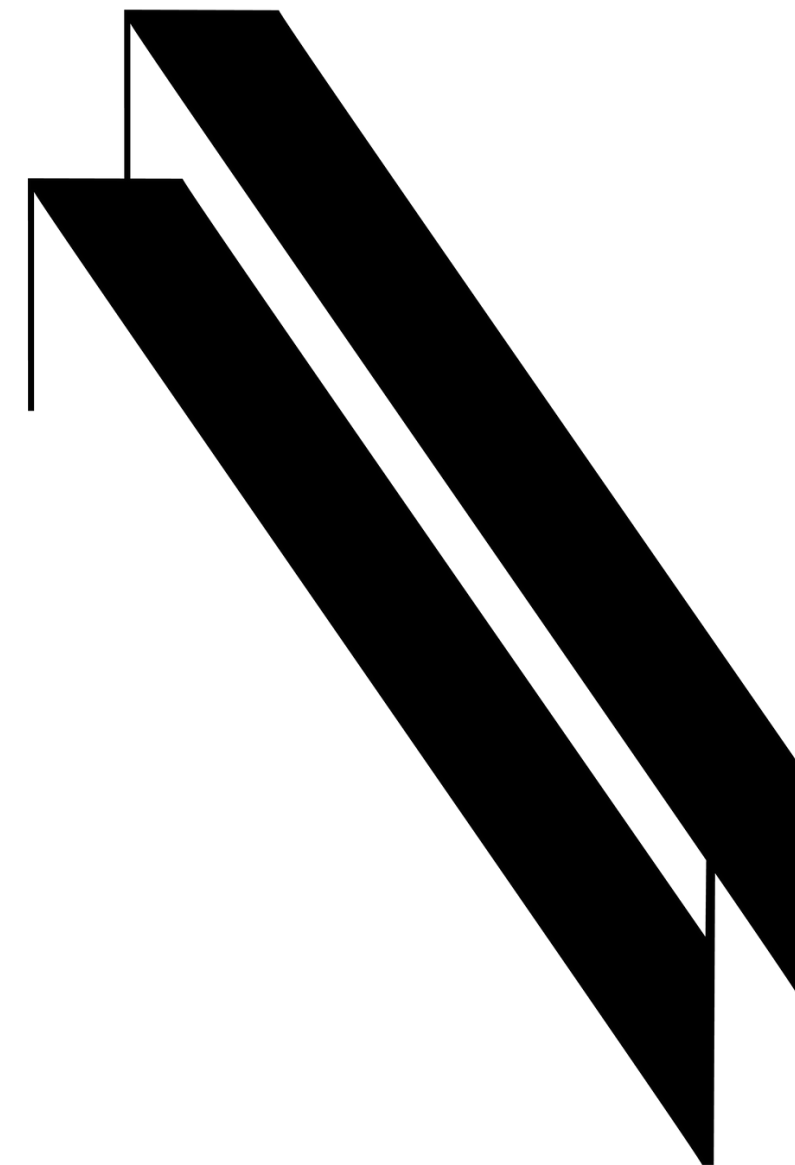
As there are opportunities, we also know that challenges will get on our way, but with passion and acting committed at all times we will deliver top performance to stand tall and be leaders on connecting consumers with quality, premier service and value - Always.

Sincerely,

A stylized, handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke.

Jacobo Polanco

NESIS Group.



OUR COMMITMENT TO SUCCESS

Premium customer service. It is the highest level of service provided to customers. Characterized by personalized attention, quick and efficient problem-solving, and a genuine commitment to ensuring customer satisfaction. This goes above and beyond the standard level of service, and it is designed to exceed customer expectations.

Premium customer service is provided by a dedicated team of experts who are trained to handle any situation that may arise. They are knowledgeable about the product or service and are able to provide accurate and timely information. They are also equipped to handle any issue that may arise and can provide solutions that are tailored to meet the specific needs of the customer. Additionally, premium customer service includes follow-up and regular check-ins to ensure that customer satisfaction is maintained. This level of service is designed to create a long-term relationship with the customer and a sense of loyalty to the brands - **That's US, that's NESIS**

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WE look forward to work, grow, and reach success together.
Day after day, month after month and why not, year after
year.

Thanks for taking this time with us. At **NESIS** we will always be
happy to assist you in regards any doubt you might have, in
order to keep transparency at all times - **We're one email
away.**

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