



GUIDE

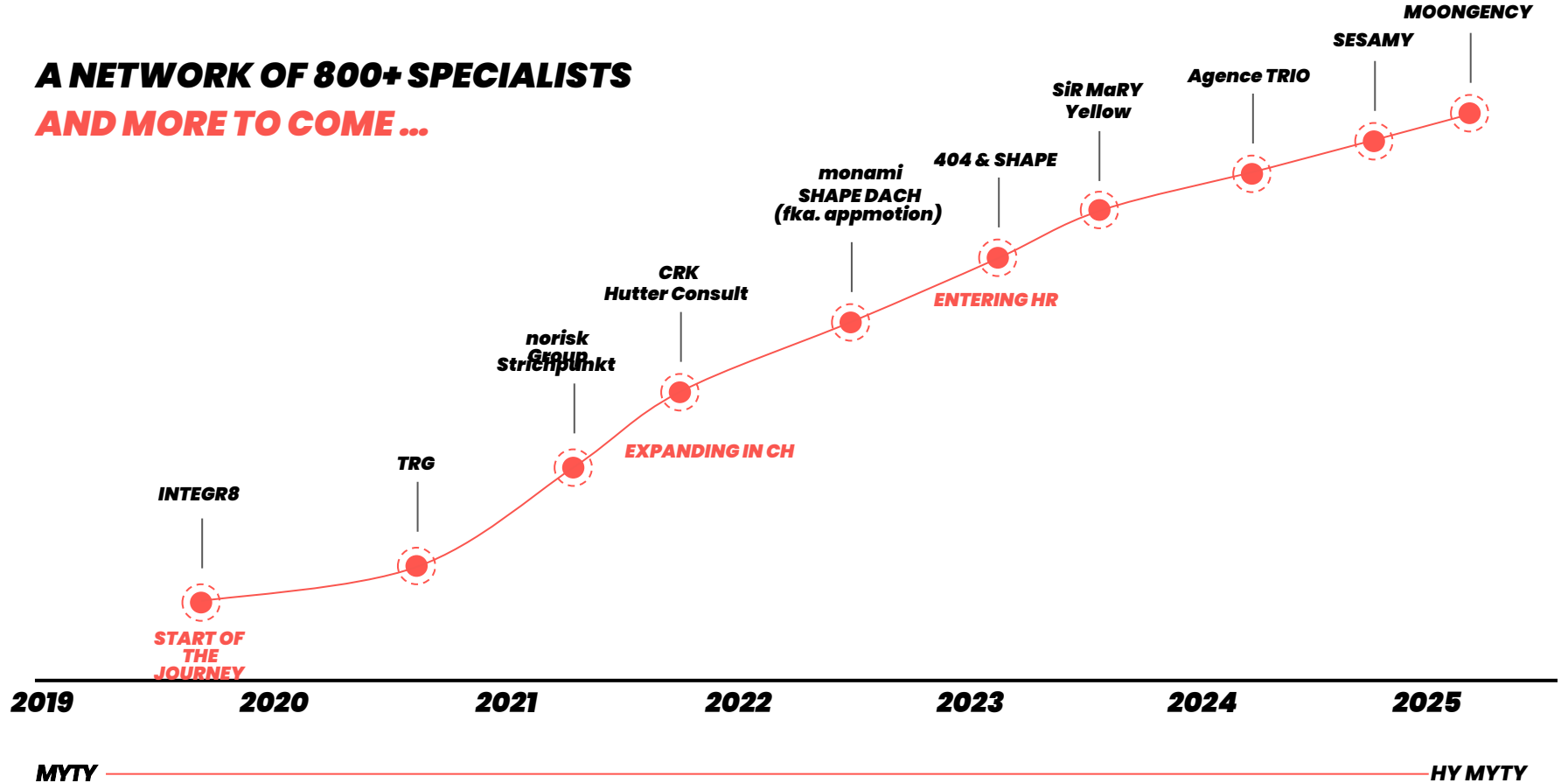
WHO WE ARE

An agency group that **brings together** experts from strategy, creation, tech & marketing.

2020
FOUNDED IN

WHO WE ARE

A NETWORK OF 800+ SPECIALISTS AND MORE TO COME ...



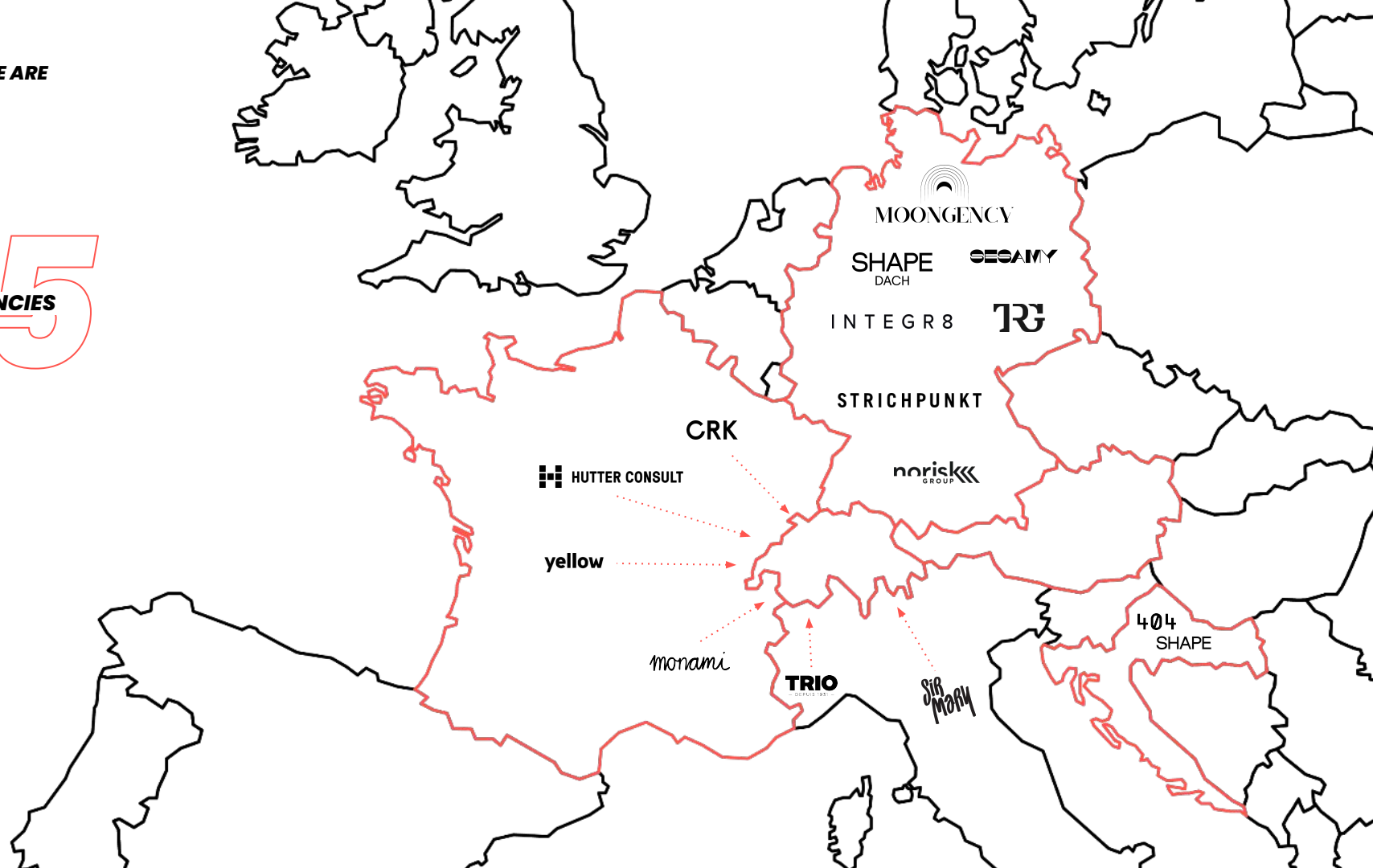
WHO WE ARE

Since our launch in 2020, we have grown into a group of **15 agencies, in 25 locations and over 800 experts.**

15 AGENCIES **5** COUNTRIES **25** LOCATIONS **800+** PEOPLE

WHO WE ARE

15
AGENCIES



WHO WE ARE

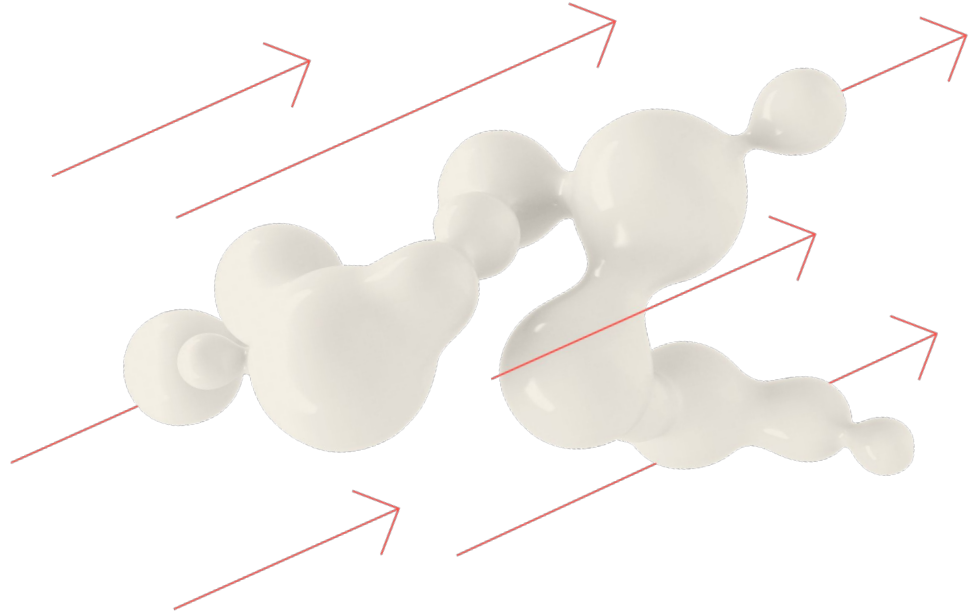
25
OFFICES



WHO WE ARE

800+
EMPLOYEES

“Independent
boutique
agencies within
an institutional
framework.”



We combine an **entrepreneurial mindset** with cultural freedom and aligned interests



We accelerate our agencies by bringing in strong opportunities for organic and inorganic growth



We don't kill culture, we embrace it. The diversity of our agencies is what makes them superior to the competition



We minimize bureaucracy and use a uniform shareholding model that allows us to think outside the box together

MYTY GUIDES

DISCOVER MYTY



**QUICK
LINK**

BRAND BOOKLET



**QUICK
LINK**

CONTENT STYLE GUIDE



**QUICK
LINK**

CODE OF CONDUCT



**QUICK
LINK**

OUR BRAND

GET ACCESS TO ALL MYTY ASSETS HERE



ONE CLICK
IS ENOUGH

COMPACT GUIDE



QUICK
LINK

COMPANY LOGOS



QUICK
LINK

FONTS



QUICK
LINK

THE FLEET

THE FLEET

MYTY AGENCIES

MYTY AGENCIES



GERMANY

INTEGR8

INTEGR8

Digital Strategy
Berlin

STRICHPUNKT

Strichpunkt

Brand Strategy & Design
Stuttgart, Berlin, Hamburg

SHAPE

Shape (DACH)

Digital Product Development
Hamburg



SESAMY

Social Media & Talent
Management
Berlin, Munich, Vienna, Paris



norisk Group

eCommerce
Munich



The Reach Group

Performance Marketing
Berlin, Dusseldorf



monami

Creative Content
Zurich, Chur, Berlin



MOONGENCY

Influencer Marketing &
Artist Management
Hamburg



SWITZERLAND



SiR MaRY

Creative & Media
Zurich



monami

Creative Content
Zurich, Chur, Berlin



HUTTER CONSULT

Hutter Consult

Social Media
Aadorf



CRK

Communication
Basel, Bern, Zurich



TRIO

Agence Trio

Campaigning & Media
Lausanne



yellow

Branding &
Communication
Basel



CROATIA

404

404

Digital Marketing &
Communication
Zagreb

SHAPE

Shape

Digital Product
Development
Zagreb

INTEGR8

I N T E G R 8



Agency for planning, implementation and marketing of digital innovation projects

Focus: 360° Projects
Location: Berlin
Founded: 2014

As an architect for the digital space, INTEGR8 plans, organizes and manages digital projects. The team develops individual solutions that combine technology, creation and activation in a target-oriented way.



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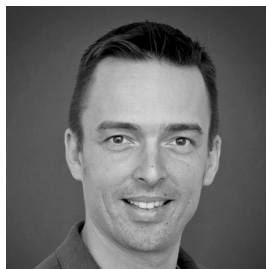
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Agency for holistic campaign strategies
in a paid context: affiliate, SEA/SEO,
programmatic display & social

Focus: Full service
Location: Berlin, Düsseldorf
Founded: 2002

For over 20 years, the specialists at TRG have been working according to the claim "good marketing is measurable." New approaches and innovative technologies are used for intelligent and user-centered output. The performance marketing experts from Berlin and Düsseldorf offer strategic and operational support in order to meet clearly defined client goals.



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NORISK



Enterprise E-Commerce Agency

Focus: Technical development and marketing of omnichannel concepts

Locations: Munich and Nuremberg

Founded: 2010

norisk Group is the leading OXID e-sales agency in the German-speaking region. It designs innovative omnichannel concepts and offers holistic services in the areas of e-commerce and online marketing. This includes online shop implementation and its integration into existing ERP/merchandise management systems, the automation of processes with real-time interfaces, as well as seamless payment, logistics and voucher processes right into the physical space of the point of sale, data analysis and online marketing.



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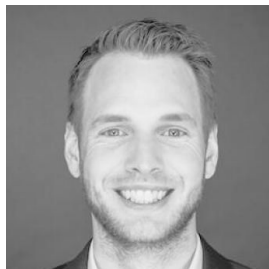


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STRICHPUNKT



One of the leading design and branding agencies in the German-speaking region

Focus: Brand, experience, culture, and business design
Locations: Stuttgart, Berlin, Hamburg
Founded: 1996

With 120 employees, Strichpunkt is one of the leading design and branding agencies in the German-speaking region. Founded in 1996, the specialists for brand, experience, culture, and business design work from Stuttgart, Berlin, Hamburg and Shanghai for clients such as Deutsche Post DHL Group, Audi, Otto Group, Porsche, Schwäbisch Hall, and Trumpf, as well as for Asian brands such as Weltmeister and Deli.



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CRK



Agency for campaigning, public affairs, public relations, employer branding

Focus:

Strategic consulting, conception and implementation of campaigns, creation & association management

Location: Zurich (CH)

Founded: 1989

CRK is the agency for communications in Bern, Basel and Zurich. We advise companies, institutions and associations, solve problems, and create stories and designs that are seen and heard even in the increasingly digital world.



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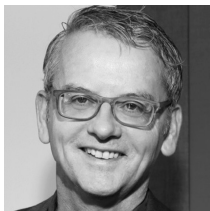


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HUTTER CONSULT



HUTTER CONSULT



Facebook & Instagram advertising pioneer and one of the leading social media marketing agencies in the German-speaking region

Focus: Social Media strategies & performance advertising
Location: Aadorf (CH)
Founded: 2009

Hutter Consult is one of the leading consulting and services companies in the DACH region for the effective and sustainable use of digital communications and marketing in and with social networks, especially Facebook, Instagram, LinkedIn, Pinterest, TikTok, YouTube and Google.

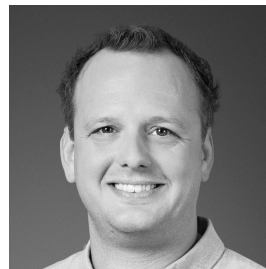


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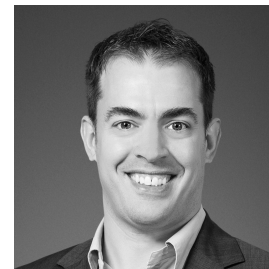


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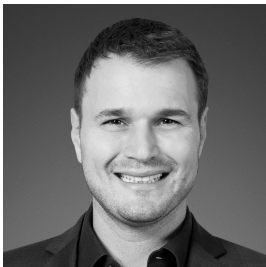


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MONAMI

monami



360° Content Agency with a heart of gold and a fascination for the digital.

Focus: Creative Content
Offices: Zurich, Chur, Berlin
Founded: 2016

The creative content agency, headquartered in Zurich, creates content, coaches and packages ideas, develops and communicates strategies, manages channels, implements content, connects people and takes care of its clients' optimal presence in the digital world.



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SHAPE



Consulting and development studio for digital products and services.

Focus: Strategy, Experience Design,
Software Development
Offices: Hamburg (HQ), Braunschweig,
Husum, Berlin, Zagreb
Founded: 2012

SHAPE DACH GmbH is a digital agency that supports companies in transforming their digital business in an intelligent, scalable and sustainable way. With a deep understanding of technological innovation, customer experience design and data-driven optimization, we develop digital solutions with real added value – for companies, their customers and society.



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404 SHAPE



404 and SHAPE develop communication solutions for the digital age with top-notch talent and cutting-edge technology

Focus: full-service communications and digital agency
Office: Zagreb
Founded: 2014

We're a full-service communications and digital agency based in Croatia. Our award-winning team gathers experts from various fields of communication. 404 consists of two companies: 404 (agency) and Shape 404 (web & mobile development) with more than 170 employees.



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YELLOW

yellow



Yellow offers effective solutions in the areas of strategy, branding, advertising and communication, regardless of channels and technologies.

Focus: Strategic Creative Agency
Office: Basel
Founded: 2018

We're a strategically thinking creative agency with the ambition to support companies and brands on their path to success. In doing so, we take the liberty to question the status quo and always reassemble our teams with the talent appropriate to the task at hand. We also hold the status of a "Leading Swiss Agency".



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SIR MARY



Creative and media agency

Focus: Creative concepts & media
distribution

Offices: Zurich, Munich

Founded: 2016

The approximately 40-strong team at SiR MaRY, with offices in Zurich and Munich, has had a lasting impact on the industry with its digital-first mentality since its founding in 2016. SiR MaRY combines the highest creative standards with leading digital expertise and distribution know-how. The flexible agency model sets new standards in quality and innovation for its clients. In the annual ranking of Swiss advertising agencies, SiR MaRY earned first place in the overall ranking for the first time.



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AGENCE TRIO

TRIO
— DEPUIS 1931 —



Bilingual full service communications agency

Focus: communications, regional and national level

Office: Lausanne

Founded: 1931

Agence Trio is a bilingual full-service communications agency based in Lausanne. Founded in 1931, it is the oldest Swiss communications agency. The Trio team combines a wide range of skills in the areas of consulting, creation and activation. Trio gives brands a voice that can be heard everywhere while sensitively respecting regional characteristics. Since 1965, it has been a member of LEADING SWISS AGENCIES, one of the oldest and most important organizations in the Swiss advertising industry.



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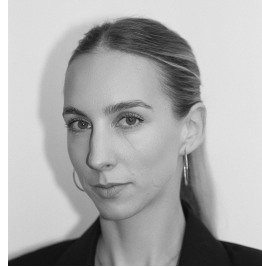
SESAMY



Talent Management and Social Media Marketing
Agency

Focus: Social Media and Influencer Marketing,
national and international level
Offices: Berlin (HQ), Munich, Vienna, Paris
Founded: 2019

SESAMY is a female-led talent management and social media marketing agency. Together with influencers, talents and brands worldwide, they create digital experiences, action plans and content campaigns across SM platforms. SESAMY matches talents with clients and clients with talents. This is essential to execute an effective strategy, from building brand awareness, to conversion-led campaigns. Harnessing the power of their influencer network, the team amplifies a brand's story at scale and reaches audiences worldwide.



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MOONGENCY



Influencer Marketing and Artist Management
Agency

Focus: Social Media, Influencer and Artist
Management, national and international level
Office: Hamburg
Founded: 2022

MOONGENCY is a female-led influencer marketing
and artist management agency from Hamburg.
Founded by CEO Janet Pawelczyk in April 2022,
the company works with authentic content
creators who have a clear positioning and strong
impact in the beauty and commercial sector. Their
mission is a long-term collaboration with brands
and cooperation at eye-level.



Janet Pawelczyk

Founder & CEO

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THE FLEET

ADVISORY BOARD

MYTY ADVISORY BOARD



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Carmen Spielmann
ADVISORY BOARD MEMBER
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Tim Sayler
ADVISORY BOARD MEMBER
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Objective:

- ▶ A select group of seasoned professionals to support the business success and further development of MYTY's focus industries, markets and strategic initiatives
- ▶ Give outside-in perspective, share client and market insights as well as subject matter expertise relevant for MYTY
- ▶ Serve as advisors and sparring partners to the Board of Directors (Verwaltungsrat), CEO and COO as well as the Managing Partners
- ▶ Act as MYTY ambassadors in their networks and support business development – organic and inorganic

THE FLEET

MYTY HOLDING

Building (DACHs) leading agency group for **marketing, creation and technology.**

WHY —————→ **LIKE-MINDED SPECIALISTS SERVE CLIENTS BETTER**

WHAT —————→



HOW —————→

INDIVIDUALITY

**COLLABORATIVE
FREEDOM**

UNCORPORATE

MYTY —————→

HY MYTY

ABOUT MYTY

Positioning and Awareness

- ▷ Enhance MYTY brand positioning and awareness to support agency efforts
- ▷ Clarify and strengthen the positioning of our specialized agencies as part of our **multibrand strategy**
- ▷ Boost brand partnerships to position ourselves at the forefront of the industry (Tech/Media/Consulting)

Go to market

- ▷ Segment and prioritise client target groups and target industries
- ▷ Sharpen **cross-agency offering and value creation** opportunities for our clients
- ▷ Leverage strategic partnerships with complementary services and opportunities for extended workbench to accelerate our business growth
- ▷ Professionalisation of go to market and new business activities

Client service

- ▷ Deepen and leverage our personal client relationships
- ▷ Strong focus on land and expand strategy and **introduction of the MYTY squad**
- ▷ Enhance cross-selling initiatives, setting clear KPIs to measure success and demonstrating proven results that validate our business strategy and enhance client value

Best in class delivery

- ▷ Enhance our “best in class” philosophy and strengthen our expert positioning at our clients
- ▷ Utilize our capabilities across disciplines to help our clients reduce complexity and deliver better results
- ▷ Build out **cross country collaboration** to improve our margin and maximize cost efficiency for our clients

ABOUT MYTY

Financial Performance

- ▷ >15% organic topline growth yoy
- ▷ >20% EBITDA margin
- ▷ **Healthy KPIs across all companies**

Talent and Impact

- ▷ One cross-agency touchpoint for all employee data
- ▷ Standardized state-of-the-art contracts
- ▷ Invest in **talent development** across agencies & disciplines
- ▷ Continue MYTY net+, Co2 positiveness across the group

Merger and Acquisitions

- ▷ Grow D(A)CH, concentrate on existing markets for **critical size & footprint**
- ▷ Grow the markets' most wanted key capabilities to uplift group valuation
- ▷ Have a strong pipeline of high quality assets that are not actively approaching the market

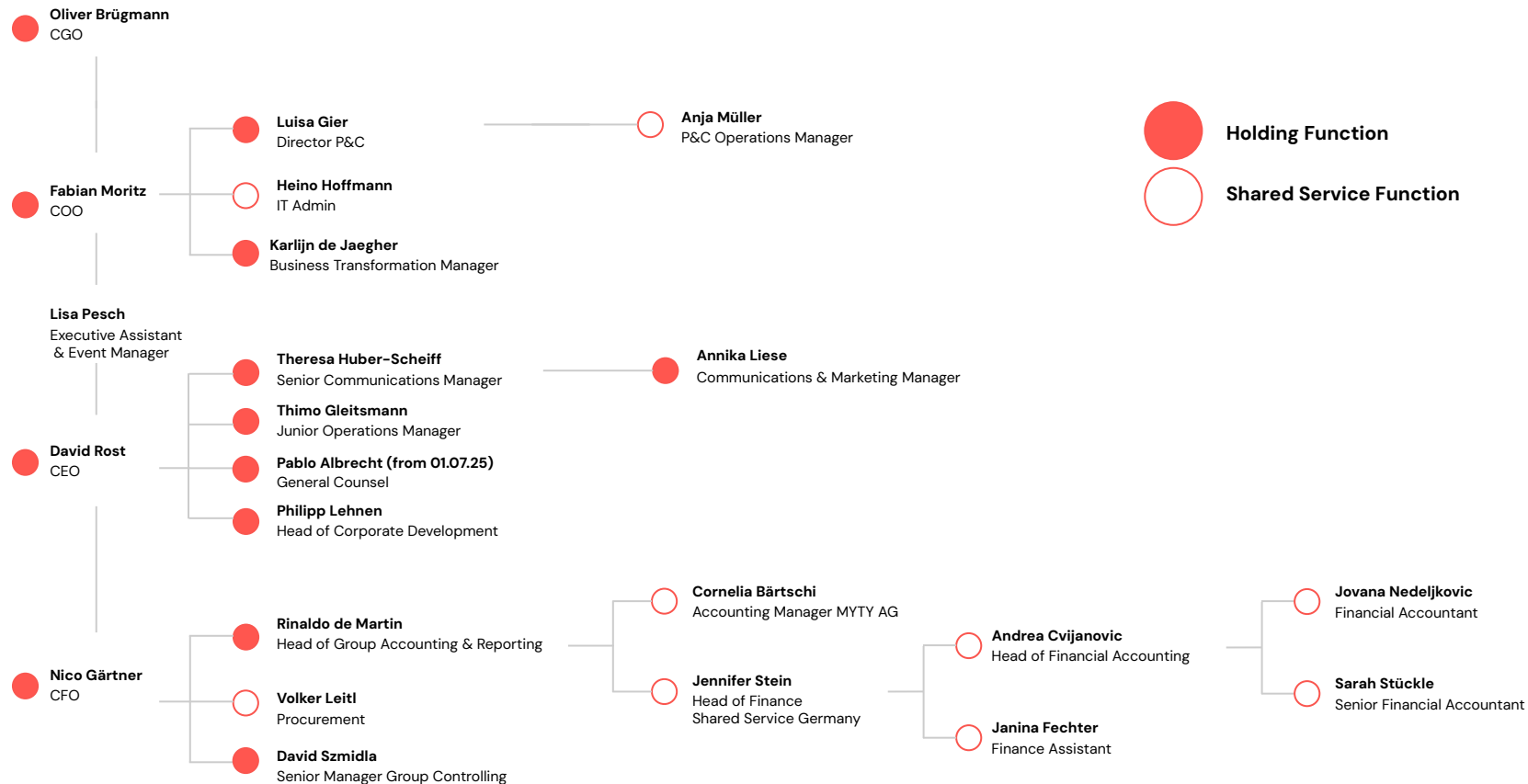
Organize for growth

- ▷ Further develop **target operating model** for efficient client servicing and agency collaboration
- ▷ Build out the fundament for efficient collaboration and growth (KPIs, common processes, tools)
- ▷ Strong Back-end integration (LucaNet, BI-System, Personio, Hubspot and ERP)

Instead of a One-fits-all-brand approach, we rely on **strongly positioned expert brands** in all core areas of our business – working hand in hand.



TEAM



DEPARTMENT RESPONSIBILITIES

FINANCE

- We aim to support the development of our group with building a highly professional financial backend
- Support of our agencies in commercial topics and reducing efforts for administrative and reporting task by introducing highly efficient processes and IT systems is our focus

TECH & DATA

- We take care of key aspects of technological integration such as providing a CRM framework to the group and provide an IT security concept

PEOPLE & CULTURE

- We take care of administrative professionalization and centralized talent management
- We also offer leadership development and more talent oriented services to come
- Next: centralized active sourcing and recruiting

COMMUNICATIONS

- We support you in your PR needs and increase the organic reach of your output through the MYTY agency network and our own activities

PROCUREMENT

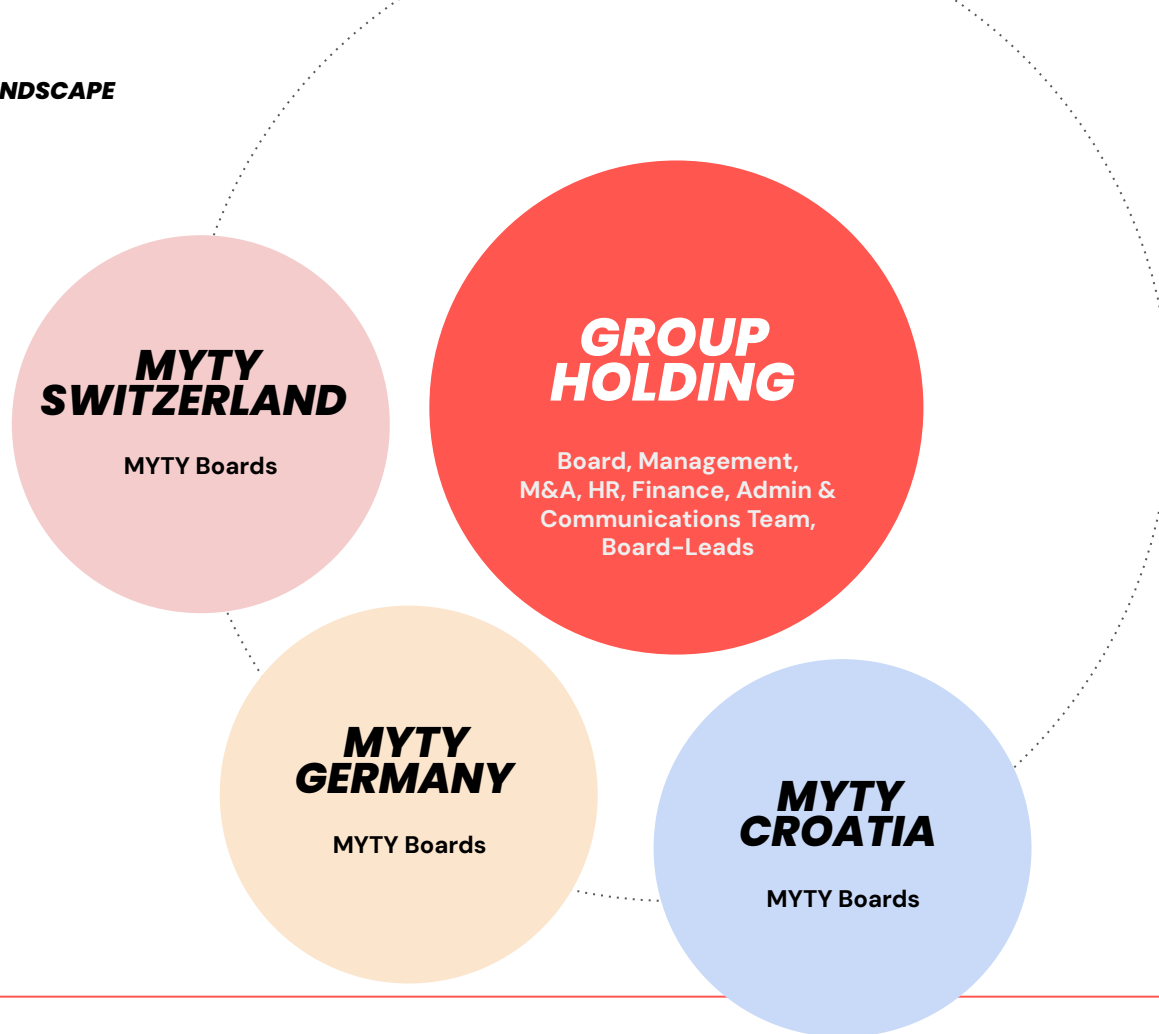
- Through centralized purchasing, we save money and at the same time gain valuable insights from all agencies in terms of functioning technology and offerings

LEGAL & COMPLIANCE

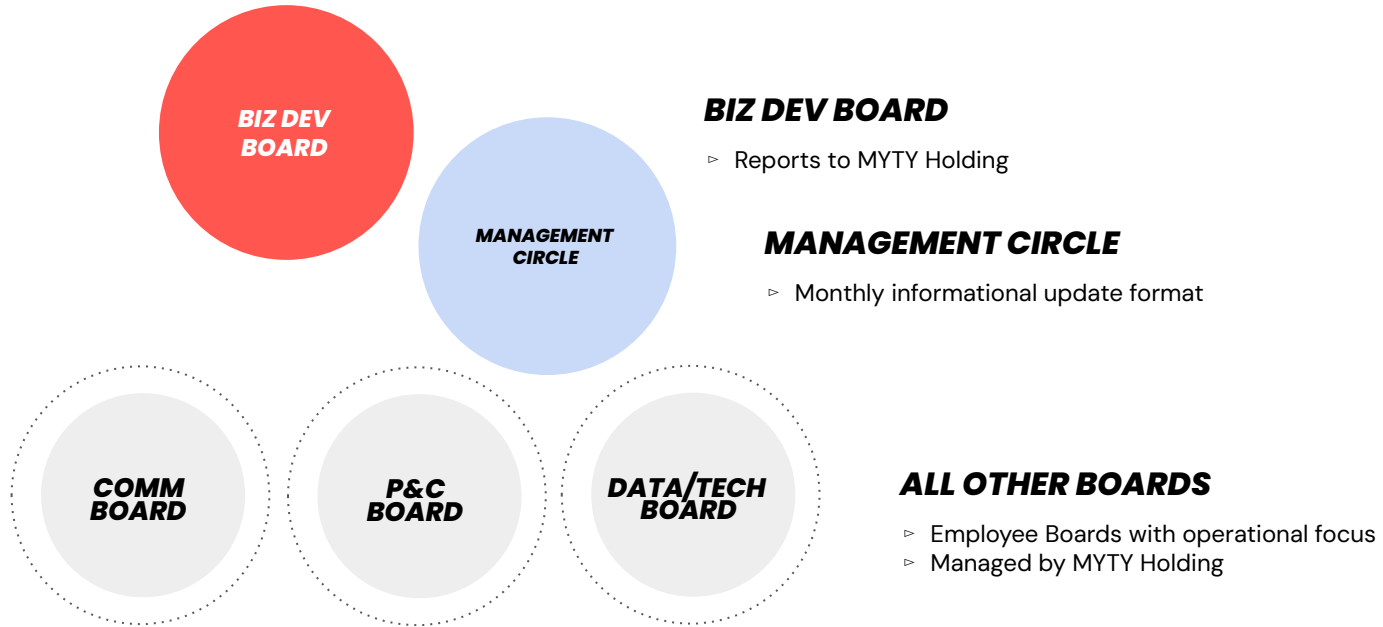
- We take care of basically all legal matters with a larger impact – from technical structuring topics to compliance platforms, trademark related topics or even legal disputes

THE ORGANIZATION

THE MYTY LANDSCAPE



THE MYTY LANDSCAPE



MYTY BOARDS



MANAGEMENT CIRCLE

Monthly Partner Jour Fixe. General Business
Update from agencies, boards & group.

Led by Fabian Moritz

Members: *all MYTY partners*



BIZDEV BOARDS

Jour Fix with representatives from each agency, to discuss new
business and sales activities, client projects among agencies.

Led by Thomas Löhner and Oliver Brüggmann

Members DE: *Philipp Brune, Ivana Nikic, Samantha Bergmann,
David Cappellini/Max Mottas, Michael Rutkowski, Dominik
Haupt, Susanne Anspach, Lasse Gruner-Lüders*

Members CH: *Thomas Besmer, Reto Meyer, Michael Kamm,
Daniel Zuberbühler/Fabian Habisreutinger, Manuela
Brunner/Lorenz Hanselmann, Lasse Lüders, Patrick Farinato*



PEOPLE & CULTURE BOARD

Exchange on P&C topics (e.g. new work, onboarding, training,
labor law, occupational safety, talent management/recruiting);
MYTY culture: Spread the MYTY Love Brand to the agencies

Led by Luisa Gier and Anja Müller

Members: *Luisa Gier, Caroline Fritz, Anja Müller, Susanne
Anspach, Céline Fontana, Nicole Janssen, Maida Stupac, Pascal
Rehmann, Nadine Pachoud, Christian Elsner, Marco Böni, Maya
Rump, Laura Karcher*



COMMUNICATIONS BOARD

Bimonthly forum for coordination of communication activities of
agencies and group.

Led by Theresa Huber-Scheiff and Annika Liese

Members: *Adrian Zumbühl, Lucija Vranković, Manuel Reisinger, Lena
Draffehn, Floris Henning, Stefan Erdin, Nina Garapic, Samantha
Bergmann, Maya Leonie Rump, Selina Scheewe, Michael Rutkowski,
Martin Odenbach, Tatjana Schultze, Daniel Zuberbühler, Janet
Pawelczyk, Nicolas Zazzali*



DATASEC BOARD

Quarterly forum on current and group-wide relevant topics relating to
data protection, information security and IT.

Led by Volker Leitl

Members: *Alexander Groß, Alina Hoffmann, Céline Fontana, Christian
Elsner, Claude Sprenger, Collin Evert, Daniel Bard, Fabian Moritz ,
Heino Hoffmann, Janet Pawelczyk, Laura Jenny, Marco Böni, Michael
Kamm, Michael Rutkowski , Nico Gärtner, Robin Heim, Roman
Petersen, Samantha Bergmann, Tino Elsener, Tobias Kiebel, Violeta
Zrno*



MYTY INITIATIVES

MYTY INITIATIVES

COMMITMENT

We are a net positive agency network. This means that **we remove more CO₂ from the atmosphere than we emit** with our work and our projects.



OUR APPROACH

We are achieving this by collaborating with our partner Planted, investing in UN-certified projects dedicated to clean electricity generation, and planting young forests that will benefit future generations.



**WE ADD
25 PERCENT
ON TOP**

Twenty-five percent plus means that we offset all unavoidable CO₂ emissions and add another 25 percent.

OUR PROJECTS

#1

Climate partner Planted

Planted, a Cologne-based startup established in 2021, focuses on recording, reducing, and offsetting CO₂ emissions. Their software measures our carbon footprint, and their experts assist our team in ongoing reductions. Each of our agencies has a dedicated climate officer.

#2

Renewable energies

In Dak Nong, Vietnam, our support enables the DakRTih hydropower plant to generate 144 MW of renewable energy, providing 636,900 MWh of clean electricity annually. This helps save over 363,000 tons of CO₂ yearly and is certified by TÜV Rheinland and the United Nations.

#3

Climate-resistant mixed forests

We partnered with Planted to reforest fallow land in Central Europe, using climate-stable tree species to promote biodiversity, clean air, balanced water systems, and consistent CO₂ absorption.

MYTY INITIATIVES

AI HUB

Welcome to the AI era, where algorithms and machine learning drive automation, tackle complex tasks, and uncover opportunities. AI isn't just a buzzword; it's a transformative tool for your business. We're here to guide you in using AI intelligently.

With creative concepts, consulting, training, and hands-on support, we help you harness AI's potential. From idea to execution to fine-tuning, we'll navigate AI's complexities with you, delivering a competitive edge, fostering innovation, and enabling future growth.

OUR APPROACH

#1 Creative

We craft innovative AI solutions that inspire and add real value, going beyond tech as a tool to create extraordinary solutions that boost efficiency, reduce costs, and foster innovation.

#2 Customized

We tailor AI use cases to your specific needs, developing and implementing custom solutions that unlock AI's potential, aligning concepts and tech with your objectives to provide genuine added value.

#3 Effective

We work closely with all stakeholders, designing AI solutions that genuinely benefit your team, leveraging our industry experience to deliver practical, not just theoretical, solutions that transcend automation and content generation.

OUR KICKSTARTER PACKAGES

#1

AI Workshops

Unlock the potential of AI with our workshops. We teach your teams how to explore, evaluate, and use relevant AI tools. Tailored content ensures your employees can seamlessly apply these technologies to their daily tasks, inspiring goal-oriented innovation.

#2

Idea to Use Cases

Already have ideas and some familiarity with AI tools? We transform your concepts into practical use cases, considering technical, organizational, and team dynamics. Our approach is to develop pragmatic ideas for quick, iterative progress.

#3

Proof of Concept (PoC)

In a fast-paced tech landscape, long development cycles can render innovations obsolete. That's why we use a PoC approach. We test ideas, refine them based on initial results, and keep pace with rapid technical advancements. Let's get started!

MYTY INITIATIVES

EMPLOYER BRANDING

WHAT REALLY MATTERS

We're at an economic turning point where talent is a vital strategic advantage in the knowledge economy, requiring complementary competencies, experience, integrated employer marketing, and client partnerships for success.

GET MYTY

We are the network for individual solutions along the talent journey: for your employer image, talent recruiting, employee integration, and employee retention.

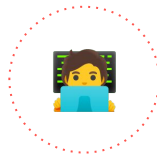
▸ Our advantage?

Customized agencies depending on your individual challenges. All relevant competencies are gathered within the MYTY network, in order to successfully win the battle for talents. But MYTY is not only an umbrella for competencies. It is also a philosophy and an approach: we break down disciplinary silos and form dedicated teams for our clients.

A-R-I-E



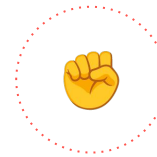
Attract



Recruit



Integrate



Empower

WHAT MAKES THE SHORTAGE OF SKILLED WORKERS SO DANGEROUS FOR A COMPANY?

IT GETS EXPENSIVE.

Recruitment challenges increase costs and competition, impacting company profitability.

EMPLOYEES ARE OVERWORKED.

Understaffing strains existing employees, negatively affecting corporate culture.

GROWTH IS SLOWED DOWN.

Difficulty finding skilled workers limits growth and competitiveness.

INTEGRATION TAKES MORE TIME.

Recruiting abroad enhances diversity but requires more time for integration.

PORTFOLIO IS RESTRICTED.

Capacity shortages restrict product and service offerings.

PRODUCTIVITY SUFFERS.

Lack of skilled workers hinders technological advancements and productivity.

KNOW-HOW DRAINS OFF.

Neglecting employee retention may result in the loss of valuable know-how.

THE BRAND BECOMES INTERCHANGEABLE.

Organizations without a clear purpose struggle to stand out in the labor market.

MYTY: THE NETWORK FOR INDIVIDUAL SOLUTIONS ALONG THE TALENT JOURNEY

FOR YOUR EMPLOYER IMAGE & EMPLOYEE RETENTION

The labor market is currently a supplier market. Profiling and positioning are therefore the keys to relevance and attention. Is your organization fit enough for the intense battle for talent? Every development begins with analyzing your starting point. In doing so, we can take the first step together.

FOR YOUR TALENT RECRUITING

The acute shortage of skilled workers leads to numerous checklists and solutions used by competitors, but success depends on an integrated team with diverse expertise. To address the complexity, we focus on balancing a goal pentagon: Consistency, Focus, Channel Competence, Differentiation, and Experience.

FOR YOUR EMPLOYEE INTEGRATION

A-R-I-E: Attract – Recruit – Integrate – Empower. These are the components of a holistic employer branding strategy, around our core: the Employer Value Proposition. They serve as inspiration, as a process, as a procedure or simply as a topic of focus in our collaboration.



**MYT WE
SET NEW
STANDARDS
TOGETHER?**