



Welcome to APG|SGA

APG|SGA is Switzerland's leading outdoor advertising company – specialized in digital and analog Out of Home solutions and special forms of advertising in high-frequency locations. We cover all areas of Out of Home advertising on streets and squares, in railway stations, at points of sale and points of interest, in the mountains, in and on means of transport and at airports throughout Switzerland. With the addition of mobile advertising, interactive features and promotions, APG|SGA represents quality and innovation combined with tradition. More than 500 employees establish contact with land and property owners, authorities, and the advertising industry to ensure that brands and institutions are publicly presented within an effective framework.

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38 700

is the distance of meters that every person in Switzerland will travel in the year 2030 – in which they will experience outdoor advertising. Out of Home media is the media of the future. APG|SGA represents this in Switzerland like no other company. In the following pages, we will present a whole series of other surprising figures that show how fascinating and future-oriented Out of Home media can be.

APG|SGA Out of Home media represents one of the most dynamic forms of media. It arose from one of the oldest forms of commercial communication. As early as the mid-19th century, Ernst Litfass in Berlin had the idea of setting up poster columns in the city so that the people's need to communicate through posters would have an open and coordinated framework. Litfass's free-standing advertising columns became a significant form of media. Out of Home media is now one of the most important elements in the communications mix of brands and institutions.

Out of Home media is the general term for communication in public spaces. It occurs on media carriers that can be seen by anyone who walks or drives by – outdoor or in public areas such as train stations, airports, or shopping centers – and is either free-standing or incorporated into building façades. Out of Home media is even interactive when used in conjunction with promotions and mobile media. Out of Home media has a future. 89% of the population are out and about outside their home at least once per weekday, whether it's on foot or by vehicle.

Millions of people travel by train or plane on a daily basis and come into contact with outdoor advertising that way. And they appreciate this type of approach. Four out of five people in Switzerland enjoy poster advertising. This harmonious relationship between the consumer and the media makes Out of Home media one of the most effective and economic forms of commercial brand communication ever.

12

percent of Swiss spending on advertising is invested in outdoor advertising. With increasing tendency. Thanks to the growth in population, an attractive range of poster products, and new possibilities for advertising digitally. This is also due to the outstanding selling power of poster advertising.



The APG|SGA brand and its values are our promise to our partners, customers, and their agents. Our vision: “We want to use the very best communication solutions in public spaces to inspire people.”

We are committed as a passionate, creative and integral service provider in the market for Out of Home media. We want to realize our vision through the services we offer. This means making **promises** to our stakeholders, advertising clients, partners, employees, shareholders, society in general and the environment, as well as in the specialist areas of market positioning, product and service portfolio and creativity, technology and innovation.

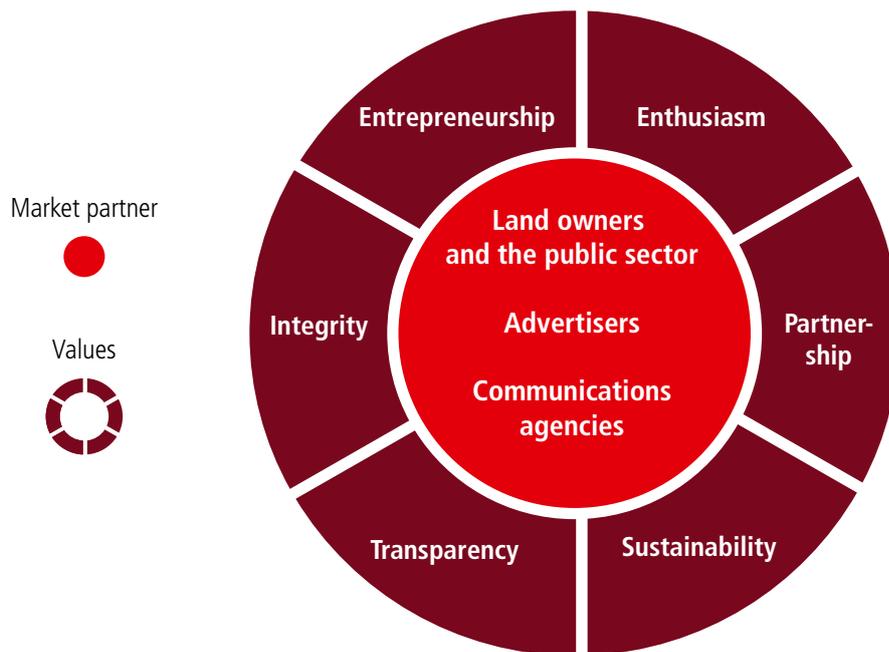
With our **guidelines for conduct** with regard to cooperation, management and leadership, we want to keep our promises and make every contact with APG|SGA a positive experience that is consistent with our vision and mission. In this, we are guided by our values.



Our mission – Purpose: APG|SGA is a dynamic service enterprise founded on Swiss traditions and with a focus on Out of Home media: Digital. Analog. Mobile. Interactive.

By offering comprehensive products and services, APG|SGA brings together the individual needs of local, national and international advertising customers, private landowners and the public sector, consumers, employees, investors and society with a flexible and value-adding approach.

APG|SGA has an ongoing impact on the development of Out of Home advertising with its focus on innovation and quality. APG|SGA commands the best locations, utilizes all technological possibilities, gives its employees the space they need and supports them with their further development.



Our values

Enthusiasm

Outdoor advertising is our passion. With creativity, curiosity and innovative drive, we are committed on a very practical level to the dynamic development of the market and our business. We anticipate changes with openness, optimism and a sporting spirit. We develop attractive, persuasive products and services that inspire our market partners.

Partnership

Fairness, reliability and loyalty pervade all our actions. We value mutual respect. We strive for high standards in our work, and set great store by longevity, mutual benefit and a respectful attitude. We are committed to equal opportunities, regardless of gender, age, origin, culture or religion.

Entrepreneurship

We think and act in an entrepreneurial spirit, are proactive and operate economically, independently and with a strong sense of responsibility. We adopt a very service-oriented approach and are focused on targets, performance and success in everything we do.

Integrity

We stand firmly by our principles and keep our promises. We succeed in our convictions through our social and technical expertise and our professionalism. We are committed to acting ethically, morally and lawfully.

Transparency

We communicate our activities punctually, actively and transparently. We explain our company's goals and interests clearly and reliably both within and outside the company.

Sustainability

We are committed to the respectful and efficient handling of internal and external resources, and act responsibly and with consideration for the environment and society. We perform our services with a forward-looking focus, keeping in mind the key long-term concerns of our stakeholders.

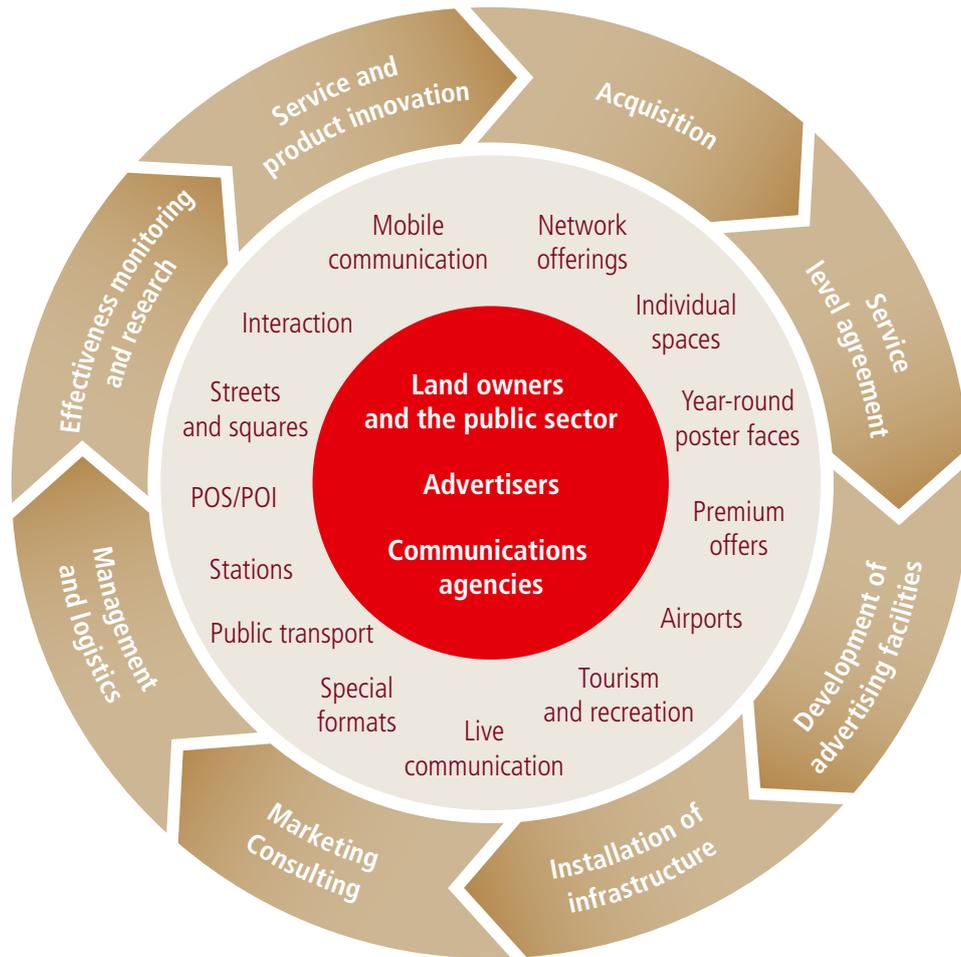
The APG|SGA performance model gathers the needs of our market partners together within the context of a continuing dialog. Because of this, we will continue to be the most attractive dialog and business partner in the Out of Home media market for integrated and innovative solutions. Together with our stakeholder groups, we define and develop the next level of Out of Home media in Switzerland and invest in the matter of entrusted ad spaces and locations, as well as in new technologies.

Successful Out of Home communication comes about when the goals and measures of the company and their institutions are backed and supported. This is why we are continually developing our products and services in dialog with our customers and partners, based on new technologies and consumer requirements.

In the future, Out of Home media will essentially be characterized by competition among forms of media and by the technological development of communication. Thus the digitalization of our market plays an important role in APG|SGA's development.

6100

years of professional experience in outdoor advertising are available to our market partners every day with help and advice.



Market partner Offering Service process



Our market partners

Private landowners and partners in cities and towns, as well as public transport companies, gain substantial revenues with advertising spaces. They can profit from our services, among other things, in the context of promoting culture, street furniture, and information systems.

We tap into the most effective form of media for our advertisers with our services in Out of Home media. We support them in generating strong communicating power and an optimum ROI on their budgets in outdoor advertising, whether on a local, regional or national level.

Communication and media agencies, with their creativity, always provide new challenges that we're happy to take on with our consulting and services and that lead to new solutions for brand communication.



Marktplatz



10 Neudorfstr. 10
11 Rastbachstr. 11
12 Marktstr. 12
13 Marktstr. 13
14 Marktstr. 14
15 Marktstr. 15
16 Marktstr. 16
17 Marktstr. 17
18 Marktstr. 18
19 Marktstr. 19
20 Marktstr. 20

APG|SGA taps into attractive, sustainable revenue options for land and property owners, city and community authorities, and public transport companies. Our innovation and product management teams analyze supply and demand in close cooperation, and design new forms of Out of Home advertising while considering the long-term, aesthetic design of public spaces.

We take responsibility for the image of public spaces, together with our partners in cities and municipalities, and with transport companies and private land and property owners. Today, Out of Home media spaces are an essential part of the design and aesthetic of urban areas. Together with architects, city planners and social scientists, we develop infrastructure and street furniture solutions to connect public design and commercial consumer communication.

Furthermore, we are committed to promoting culture by offering reduced prices for billposting for cultural institutions. Our front-line employees – our billposters – do not just guarantee billposting of the highest quality. They make a valuable contribution to minimizing damage through vandalism and keep the areas around the poster sites and screens clean. This represents a significant contribution to cleanliness and quality of life in public areas.

15

is the percentage by which environmental pollution has dropped between 2014 and 2018, thanks to active environmental work and consistent use of green energy. 157 eco-vehicles (gas, hybrid, or electric) are also used daily.

APG|SGA is surprising. These figures demonstrate how versatile, fascinating and productive Out of Home media is. Behind every number is the dedicated work of our employees. They make APG|SGA the experience that it is for our customers and partners on a daily basis.

81

percent of the population like or really like poster advertising.

247

zones and more can be used for promotions throughout Switzerland.

11 970

is the number of sites for posting cultural and event posters that we've contributed to promote culture in Switzerland.

1228

is the measurement in square meters of the biggest MegaPoster ever installed in Switzerland.

1461

poster campaigns have been analyzed for their advertising effectiveness using PPI (Poster Performance Index).

760 589

refers to the number of weekly contacts generated by the most effective poster site in Switzerland, according to SPR+ MobNat.

80

percent of the potential reach of a poster campaign has been achieved by just the third day.

665

is the number of our city plans that facilitate orientation in cities and towns.

29 400

potential ad spaces circulate daily on public transport vehicles throughout Switzerland.

85

is the percentage of passengers who regularly see ads in and on buses, trams, and trains.

4500

is the number of advertising sites we manage in Swiss tourism areas.

With APG|SGA, streets and squares become a living space for communication. Communication between brands and consumers can take place anywhere. Our locations and spaces reach consumers all over Switzerland. Thus they establish the basis for a vibrant living space within a consumer society, and for economic prosperity.

We create presence for consumer goods, and service brands on the most enticing streets and squares of Swiss cities and towns. APG|SGA provides analog and digital ad spaces in locations with high pedestrian frequency and attractive options for presenting offers in ways that are true to the brand. We bring consumers and brands together and enable eye-level marketing.



81

percent of the population
like or really like poster
advertising.



To me, enthusiasm means:

“Putting up our customers’ posters in a precise and punctual manner.”

Silvio Lubello, Head of group Logistics South, Lugano

With APG|SGA, supply and demand are in greatest proximity at the Point of Sale and Point of Interest.
Here, the impulse to purchase and consume can be transformed directly into sales.

3 000 000

spots per day are broadcast on the ePanels
all over Switzerland.



The biggest shopping centers in Switzerland are partners of APG|SGA. These centers are becoming more and more popular. This is evidenced by the development of urban metropolitan areas in Switzerland. The selection of analog and digital poster sites based on certain Points of Interest is becoming more and more important as well. Even today, APG|SGA's range of products can be selected according to different location criteria (such as waiting positions and the possibilities for interaction associated with them).

The punctual POS- and POI-based poster offerings are supplemented by national and regional components that can be combined for an Out of Home network specific to the brand and product.



To me, transparency means:

“Demonstrating the performance and effectiveness of analog and digital Out of Home advertising through clear methods.”

Christof Hotz, Head of Mediaresearch, Zürich



Fernverkehr		Class	Minutes		
17:50	Offen	Solothurn	Basel/Bienne	31	
17:55	Zug	A&C-Goldau	Milano	32	
17:55	Inter	Lausanne	Genève-Aéroport	33	
17:53	Flughafen	Winterthur	St. Gallen	10	
17:54	Basel SBB		7		
17:55	Thalys	Basel	Zug	Rotterdam	8
17:55	Schaffhausen		17		
17:56	Baden	Evangel	Freib	Basel SBB	13
17:57	Sargans	Landschaft	Chur	14	
17:57	Flughafen	Winterthur	Konstanz	16	
17:58	Löwenburg	Aarau		34	
17:58	Flughafen	Winterthur	Vill St. Gallen	4	
17:59	Engel	Beer	Zug	Rotterdam	54
17:59	Orléans	Zürich	Flughafen	15	
17:59	Oben	Langenthal	Burgdorf	16	
18:00	Basel SBB		6		
18:01	Orléans	Zürich	Flughafen	6	

S-Bahn		Class	Minutes		
17:25	Herdröcke	Orléans	Glattbrugg	Bösch	42
17:25	Orléans	Entleken	Winterthur		34
17:25	Selnau	Binz	Friesenberg	Trifam	44
17:28	Stadelhofen	Stettbach	Dübendorf	Uster	21
17:28	Selnau	Sasparnthal	Langnau-Gattikon		41
17:28	Herdröcke	Altstetten	Dielen		43/44
17:30	Stadelhofen	Tüfenbrunnen	Uetikon		41/42
17:30	Herdröcke	Orléans	Baden		43/44
17:31	Herdröcke	Entleken	Wetzikon		22
17:31	Stadelhofen	Engel	Thalwil	Palffikon SZ	31
17:33	Selnau	Binz	Friesenberg	Uetikon	41/42
17:37	Herdröcke	Orléans	Schaffhausen		43/44
17:37	Herdröcke	Orléans	Winterthur	Wil	21
17:37	Stadelhofen	Stettbach	Langnau-Gattikon		41/42
17:38	Selnau	Sasparnthal	Langnau-Gattikon		41/42
17:38	Herdröcke	Altstetten	Affoltern aUA	Zug	13
17:40	Herdröcke	Dielen	Muri	AG	43/44
17:40	Stadelhofen	Uster	Wetzikon	Rapperswil	16
17:41	Herdröcke	Orléans	Regensdorf-Walt		32
17:41	Altstetten	Dielen			32



To me, enthusiasm means:

“Exploring every possibility for moving outdoor advertising to new dimensions.”

Daniel Meister, Head of Sales consulting Romandie, Geneva

With APG|SGA, the train station becomes a transit point for emotions and experiences. Here, companies and their brands are offered ideal opportunities to reach their target groups in an efficient and highly effective manner.

Stations are Switzerland's melting pots. Over 50 percent of the total population will visit a station at least once a fortnight. Advertising in this environment reaches the "active and mobile stratum of the population." APG|SGA offers all conceivable forms of communication integrally. These range from backlit posters, to gigantic MegaPosters, digital or

analog faces, long-term types of advertising, and promotional spaces. Whether individual or near train departure boards, in rotation with news and weather information, or combined with promotions or mobile media – Out of Home media is one of the most effective media ever.

SBB is a key partner of APG|SGA. A dedicated center of excellence for Swiss railway station advertising is the licensee of Swiss Federal Railways SBB and other rail companies. Our specialists develop and coordinate analog and digital advertising in stations and offer special forms of advertising.

1,25

millions of people travel by train on an average day.

APG|SGA takes care of highly effective brand communication on public transport. We market exterior and interior advertising spaces of over 4 900 public transport vehicles in Switzerland. As an exclusive partner to over 90 percent of all transportation companies, we facilitate public transport advertising from a single source.



To me, sustainability means:
“Thinking in the long term and taking responsibility for actions.”

Alexandre Zimmermann,
Head of Infrastructure, Zürich



64

percent of the Swiss population uses the public train and bus every day.

Advertising on public transport connects national reach with regional coverage. Public transport vehicles, both on the interior and the exterior, are used more and more often as advertising and communication faces. On the interior, messages are brought closer to consumers than in almost any other advertising situation. They receive a high

amount of attention and appreciation due to their currency and information value. Digitalization and interaction also offer new opportunities to reach consumers even more effectively in this segment of Out of Home media.



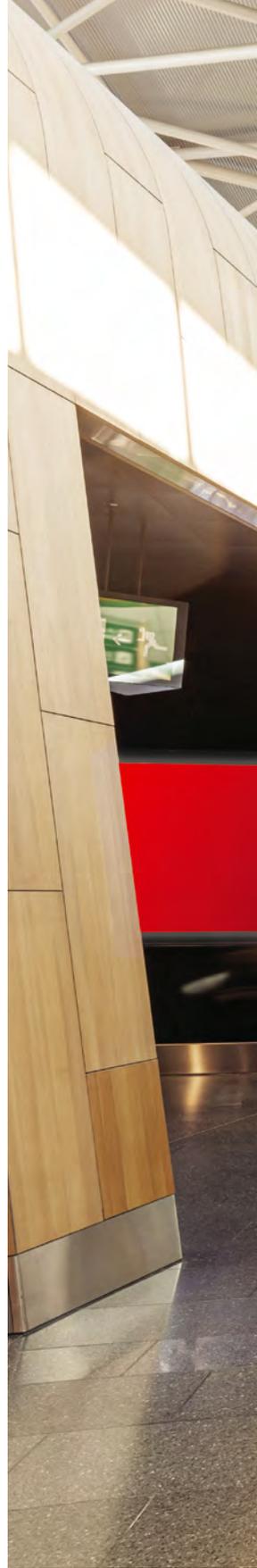
With highly effective faces, our customers reach consumers with above-average spending power inside and near airports. Our specialists have been creating and marketing advertising in and around airports for over 50 years. They market exceptionally innovative advertising spaces that are as diverse as the travellers and consumers who pass through the airport every day.

The airport has lost none of its fascination. It is the ideal face for projecting yearnings for faraway lands, luxury, and exclusive or personalized lifestyles. Providers of consumer and luxury goods will find here the ideal space for staging and communicating their products and services in a way that is true to the brand.

Zurich Airport is one of the largest airports in Europe and one of the best in the world. Working closely with JCDecaux One World, our specialists develop analog and digital advertising spaces and special forms of advertising. A specially created "Airport Advertising" sales and advisory unit offers advertisers the unique world of the airport for suitable brand presentations.

54,8

millions of passengers travel through airports in Switzerland every year.





To me, partnership means:

"To comply with the agreements made."

Barbara Borri, Sales Management Airport Advertising, Zürich

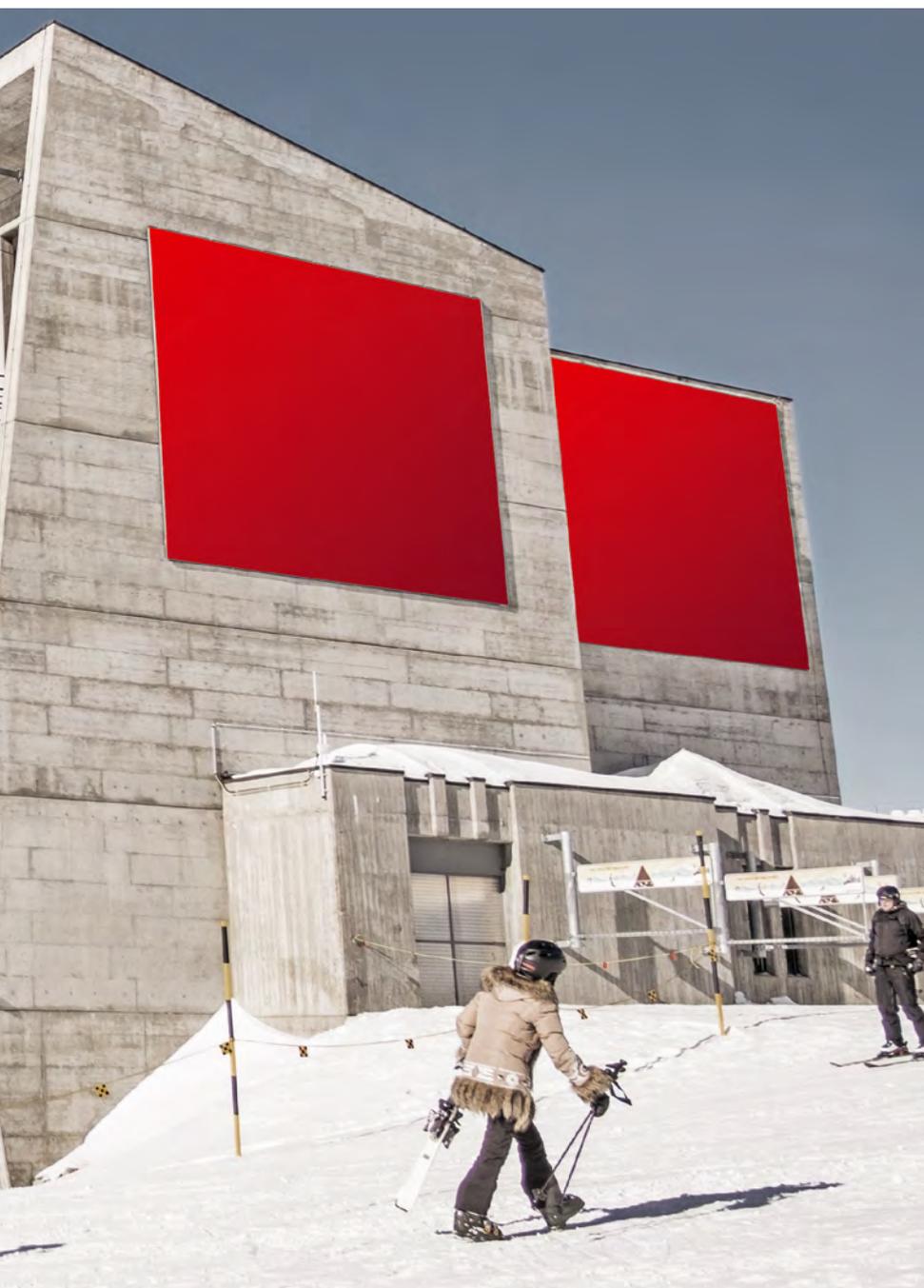
With alpine advertising, creative and unconventional implementations gain maximum attention in the mountains. As a market leader and specialist in advertising and guidance systems in the mountains, APG|SGA enables advertisers to present their brands in a way that attracts considerable attention from Swiss and international visitors. We are a partner to almost 90% of Switzerland's mountain railways.



Throughout the year, Switzerland's mountain regions provide unique tourist experiences to a wealthy crowd. With a network of outdoor advertising and information systems specific to the destination, our partners can offer advertisers in Switzerland attractive opportunities to reach their target groups with a good mood and consumer sentiment.

3820

meters above sea level. Switzerland's highest poster point stands atop the Klein Matterhorn.



To me, integrity means:

“Showing the performance of our advertising facilities in the best light, based on facts and data.”

Demian Kron, Product Manager, Zürich

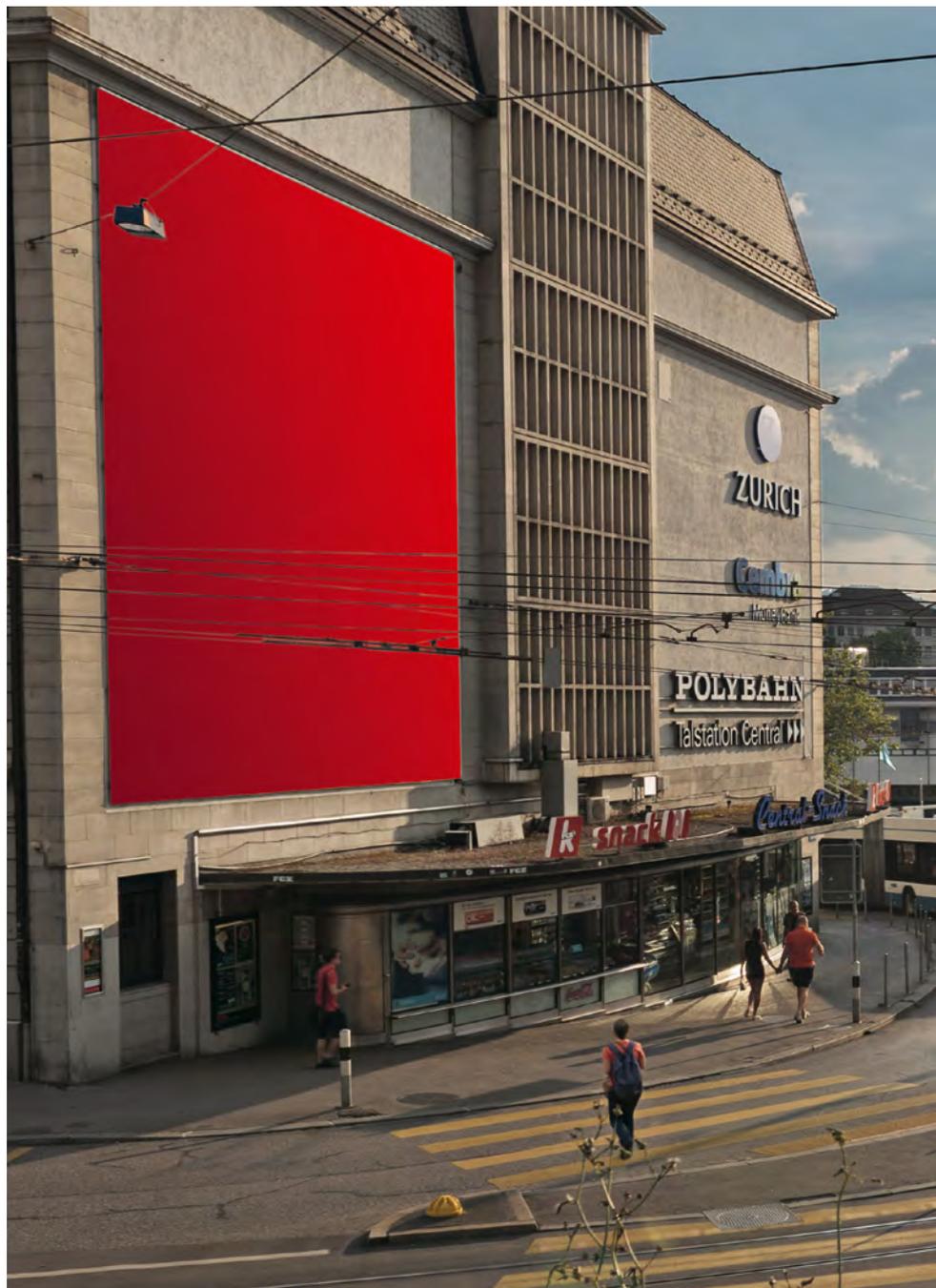
With megaposters and exceptional special solutions for a strong impact. Our specialists work together with their customers to implement even the most unusual ideas and ensure advertising that is eye-catching – even three-dimensional – and is sure to start a conversation.



To me, entrepreneurship means:

“Independently developing new ideas for my partners. They appreciate it and they let me know it, too.”

Roman Camenisch, Partner-management East field service, Zürich



Posters that push the boundaries of advertising and brand marketing. They offer fascinating possibilities for making unconventional advertising that will be the “talk of the town”. The results are campaigns that generate a high amount of attention and sales results.

10 200

square meters: the total area of all our MegaPosters in Switzerland.





To me, enthusiasm means:

“Fighting to make the apparently impossible, possible.”

Samantha Blattmann, Head of Promotion, Zürich

With promotions and live communication, products can be experienced on a personal level and stay in people's memories for a long time. Implementing custom, experience-oriented communication is another strength of APG|SGA. As an option for classic Out of Home media campaigns, a sort of direct, haptic, and interactive connection to the end product can be created.

Mobility hotspots are some of the most unforgettable, high-frequency sites for live staging: train stations, airports, public transport, mountain train stations, and shopping centers. From promotions to samples to pop-up stores or non-profit campaigns and fundraisings, we offer an attractive array of high-impact opportunities for appearances.

As a partner of Swiss Federal Railways (SBB), we rent out and manage distribution and promotion spaces, as well as pop-up stores for SBB train stations. Thus productions and campaigns can easily be planned and implemented across Switzerland. More than 2.4 million passengers pass through SBB railway stations daily.

160

and more. At so many Swiss railway stations live communication can be realized.



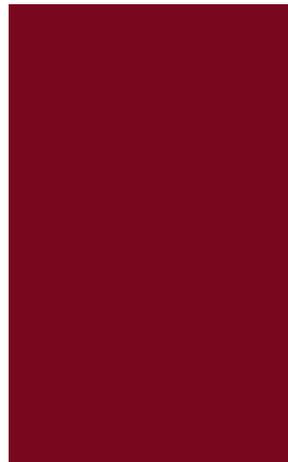
With mobile media, APG|SGA is building a bridge between the far-reaching and high-impact Out of Home advertising formats and the data-based precision of the smartphone. In this way, advertisers can address consumers with the right message at all relevant touchpoints, at any time and anywhere.

Mobile technologies make it possible to combine the advantages of wide-reaching Out of Home advertising with the added value of digital content. Mobile communication has hit home with all age groups and social classes. Thus all target groups can be approached through mobile media. The growth of mobile internet usage in the context of digital and analog Out of Home

advertising enables new interactive forms of advertising and reaches customers throughout the entire customer journey. This makes mobile media an increasingly integrated component of the Out of Home media market.

4 000 000

GPS data points are processed every day by our system for local and simultaneously exact mobile ad targeting.





To me, entrepreneurship means:

“Finding innovative solutions until everything runs like clockwork.”

Seline Guggisberg, Online Campaign Manager, Zürich

Out of Home media sets no boundaries on creative ideas – whether digital, analog, on the street, in train stations and shopping centers, in the mountains, in and on public transit vehicles, really huge, in 3D, or live in personal contact with passengers. Innovative staging helps provide unmissable, intense brand experiences that linger in the memory. More than 120 inspirations are presented at apgsga.ch/innovate

120

innovations and more are presented by APG|SGA on the innovate! website. New technologies, product ranges, creative campaigns and special forms of advertising are there for inspiration related to spectacular Out of Home media implementations.



See you soon at APG|SGA

APG|SGA is as diverse, dynamic and fascinating as Out of Home media. That's why we're continuing to develop our business with passion and foresight. Working together with customers and partners, our aim is to constantly find new ways of making communication in the public space effective and exciting for everyone who designs and experiences it. Let us do it together and turn it into a challenge. We look forward to working with and getting in touch with you.

APG|SGA Addresses and contacts

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