

PRESS RELEASE

**THE STORY GROUP SIGNED A CO-OPERATION AGREEMENT WITH MANA PAYAM,
PUBLIC RELATIONS THE LEADING IRANIAN AGENCY OF INTEGRATED
COMMUNICATIONS.**

**A DEDICATED *IRAN DESK* BASED IN CORSO ITALIA 8, MILAN WILL BE LAUNCHED
TO SUPPORT COMMUNICATION AND BUSINESS DEVELOPMENT OF ITALIAN
BRANDS AND COMPANIES IN IRAN.**

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*The desk will connect the communications and marketing functions of the Italian companies to
Mana Payam, which in turn will act as a link between The Story Group and institutions and
corporations from Iran aiming to develop relations with Italy.*

*The agreement was already presented to Italian and Iranian institutions at the occasion of a road
show of Mana Payam organized in Italy by The Story Group.*

*The Story Group is the sole Italian communications agency that attended the recent Europe-Iran
Forum in Geneva.*

Milan, 12 November 2015 – with the Joint Comprehensive Plan of Action (JPCOA) agreement signed on July 14, 2015 a new season of trade relations with the Islamic Republic of Iran, the Mideast fast growing second economy, (in fact TIME magazine has dedicated To Iran relationships its latest cover) has been formally opened. Iran is a nation with which our country enjoyed in the past excellent trade relationships and SACE, a government sponsored group that supports Italian exporters, estimates it could represent an important outlet market for Italy, with an increase of our exports of some 3 billion euros over the next three years.

The Story Group



That's why The Story Group, the integrated communications group that includes Lifonti & Company, Cabiria BrandUniverse and Social Content Factory, just before the visit in Rome of Iranian President Rouhani, announced that it has signed a co-operation agreement with Mana Payam, the major and as of today the sole media relations and integrated communications, privately owned agency in Iran that boast an international standing. Mana Payam also boasts an office in Dubai, UAE.

Mana Payam and The Story Group share similar characteristics as of dimensions, independence and offered services. Thanks to the agreement, The Story Group will provide its clients and the Italian market services of media relations, social media management, event management, video strategy, branding and advertising directly in Iran. On top of that, thanks to the top end standing of its partner, it will also be capable of offering to the concerned companies a true strategic support to the business development in the country.

Mana Payam has found in the Italian group the ideal partner to service its Iranian clients and prospects, both public and private, who are looking at Italy and Europe in order to promote their country image and the investment opportunities it offers.

Among the operational tools foreseen within the agreement is worth mentioning the '*Iran Desk*', that will be managed by Alberto Guglielmone, responsible of Strategic Business Development for The Story Group. The *Desk* will also be supported by the legal advice of Studio Legale Padovan in Milan, a international commercial law specialist with a major focus on Iran, and by professional, bi-lingual Italian-Farsi accountants.

The desk will facilitate the day-to-day activities of communication and marketing of Italian customers, made in Iran by Mana Payam. It will also provide preliminary information on the country and on the market with a focus on socio-political, legal and regulatory, economic and of course communications.

The Story Group



Diego Lifonti, CEO of Lifonti & Company and Chairman of The Story Group, said: *“The success of our Country in the international markets is linked to the management of the ‘marketing of values’ and of the corporate reputation. With this agreement we are making reality a strategy of attention to a Country of ancient culture and fast economic growth, by creating with the Desk a centre of competence and services that puts Iran just at walking distance for Italy’s brands and businesses, , right downtown Milan”.*

Arash Vafadari, Founder and Chairman of Mana Payam, said: *“To have a working partner with similar values, work ethics, and quality standards as our firm such as The Story Group for the Italian market is just an invitation for the Italian companies to come to us in Tehran with full confidence. Iran is a country that is plenty of opportunities. We are just excited with the idea of telling to our Country the story of the Italian companies and of their excellences”.*

For further information:

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The Story Group - Born in late 2006 as a holding company for the group's services Diego Lifonti Communications, initially composed by Lifonti & Company and Cabiria BrandUniverse. It has become The Story Group and changed its name in October 2014, simultaneously with the acquisition of 60% stake in Social Content Factory, the third company in the group. The Story Group, as well as holding the controlling shares of the group companies and provide them with basic services, It aims to promote the culture of storytelling among businesses and brands active on the Italian market, institutions and opinion leaders in general. The Story Group is governed by a Board of Directors whose members include the president and founder Diego Lifonti, CEO and co-founder Francesca Levato, the independent Alessandro Pavesi, former Director of External Relations of the Italian Stock Exchange and a number of public organizations and private, and Giovanni Mantica, former Managing Director of Nielsen Europe, then Senior Partner at Heidrick & Struggles and Korn Ferry and today the Board of Governance Consulting. www.thestorygroup.it

The Story Group



Mana Payam Public Relations is Iran's leading Communications Consultancy that provides its clients with the most reliable and modern Public Relations & Communications counsel, allowing organizations to develop effective communications and relationships with all their audiences and not just consumers. With seven years of experience of local experience and an expanding team of over thirty enthusiastic, diverse and highly talented staff specialized in different areas of communications, including corporate communications, marketing communications, media relations, social marketing, brand development, content curation, we have worked with a wide range of organizations from private to public, for-profit and non-profit, to deliver effective and impactful solutions. To discover more, please visit our official website at www.manapayam.com.



From left to right: Diego Lifonti (Chairman of The Story Group and CEO of Lifonti & Company), Pier Luigi d'Agata (Secretary General of the Italian-Iranian Chamber of Commerce), Arash Vafadari (Chairman of Mana Payam)