

## Profertil's communication received multiple awards at Eikon

**Buenos Aires, October 26, 2022.** Los The Eikon Awards celebrated a quarter of a century rewarding the best of institutional communication in Argentina. In the 2022 edition of these awards, Profertil was one of the big winners of the night, receiving three statuettes for its communication campaigns of the last year.

The award ceremony took place last night at the Intercontinental Hotel in Buenos Aires, in a meeting that was once again 100% in person, and which brought together professionals from different parts of the country.

In the **Financial Communications** category, Profertil was awarded the **Blue Eikon** for the communication plan that the company developed when it issued its **first negotiable bonds**. This milestone in the company's life implied important communication challenges, since the audience map was very specific and the event to be communicated was unprecedented for the company.

Profertil also received the **Silver Eikon** in the **Press Relations** category for the campaign "**Strengthening ties: training for agricultural journalists**", which generated various initiatives to provide specialized journalists with tools for updating and communication related to the countryside. "Generating strong ties with educational institutions, journalists' associations and independent professionals linked to agriculture is a great way to strengthen our message of nourishing the land in a sustainable way," said Marcelo Bertolino, Profertil's Institutional Relations Manager.

As a corollary of the evening, the **#EstamosSembrando** campaign was also awarded with the **Gold Eikon**. Awarded in the **Social Media** category, this series of videos and publications shows stories of protagonists of the Argentine countryside during the planting season, a time of great expectation, full of intrigue and hope. "**#EstamosSembrando** was born as a continuation of **#ModoCosecha**, the series awarded in 2021 that tells, in this case, stories of the time of harvesting production," said Bertolino. This year, these two series were joined by **#ObjetivoNutrición**, a third set of stories that narrates, in first person, the role of soil nutrition for food production. The three series - available on the company's YouTube channel - cover aspects of the three most relevant cycles of life in the field: planting, nutrition and harvesting.

Every year, dozens of companies from all over the country participate in Eikon, with cases that are judged by business professionals and academics from different areas of corporate communication. This year, together with Profertil, Pan American Energy, Andreani, Grupo Clarín, Danone, Osde, Ualá, AMIA, UBA and other important Argentine organizations were recognized. In addition, former senator Esteban Bullrich and entrepreneur Mateo Salvatto were recognized as general communicators of the year, while Damian



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Martinez Lahitoy CEO Feedback PR won the award for best general communicator of the last period.



**From left to right: Marcelo Bertolino (Institutional Relations Manager), Valentina Etchegno (Corporate Communications Analyst) and Valeria Caliva (Corporate Communications Coordinator).**

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### **About Profertil**

*Profertil SA is the leading national producer of fertilizers needed to optimize crop yields in a sustainable way. The company has had its production plant in the port of Ingeniero White, in Bahía Blanca, for more than 21 years. There it annually produces 1,400,000 tons of Granulated Urea, a key nitrogen fertilizer for the nutrition of the main crops in our country and the world. Profertil currently has 362 direct employees, more than 1,500 indirect contracts and more than 850 active suppliers. All of them are distributed in its administrative offices located in Bahía Blanca and Buenos Aires; logistics terminals in Necochea, San Nicolás and Puerto General San Martín (Santa Fe), in addition to its main production plant in Ingeniero White, Bahía Blanca.*

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