

STX JAMBOREE

Entertainment & Music Company

OVERVIEW OF SELECTED PROJECTS



AGENCY PORTFOLIO

STX JAMBOREE Entertainment & Music Company (with a staff of twelve) has long experience in the development of communication strategies, PR activities and the organization of concerts, festivals, and remarkable custom-made events and special projects.

STX JAMBOREE is a group formed by two companies that have been in cooperation since 2005, STX Records Sp. z o.o. (CEO - Stanisław Trzciński) and Agencja Jamboree Sp. z o.o. (CEO - Paweł Kwiatkowski).



Comprehensive organization and production of events, concerts and music festivals with a full range of marketing and PR services

Music, arts and sports marketing - marketing platforms, long-term strategies for customers, project PR services

Artist booking (Polish and foreign artists)

Copyright and performance rights to ATL and BTL advertising

Ambient media - alternative channels to reach the audience, mostly music lovers

Premium CDs / DVDs supplied with products, media and services

Own repertoire - top publications and promotion of top records

Regular cooperation with Fabryka Trzciny, an arts centre in Warsaw



STX JAMBOREE - the Best Event Agency in 2009!

STX JAMBOREE Entertainment & Music Company was chosen the Best Event Agency in 2009, and won a prestigious 2009 BizTrendy Award from Business Media / Media i Marketing Polska monthly in the Events Category.

In the opinion of the Business Media editors, STX JAMBOREE, as a "premium-class event manager, is one of the fastest developing companies in the music marketing industry, pioneering the implementation of new strategic solutions for their customers".

Then we read on, "import of international stars has been STX JAMBOREE's specialty for years." And in particular, STX JAMBOREE was recognized for "the organization of spectacular events such as PKO BP London Live, the Phonographic Academy Awards FRYDERYK Gala, or the anniversary performance at the Gdańsk Shipyard, with Kylie and the Scorpions.



PRESENTATION OF SELECTED PROJECTS

Kolęda - Nocka 30 years later

- 13.12.2011, ATM Studio, Warsaw

KOLEDA NOCKA
30 LAT PÓŹNIEJ

'Kolęda-Nocka 30 years later' an oratorio by Ernest Bryll (lyrics) and Wojciech Trzciński (music), was part of the official celebrations of the 30th anniversary of introduction of the martial law in Poland on December, 13th 1981.

Over 500 guests, including the President of State Mr. Bronisław Komorowski, Minister of Culture and National Heritage Mr. Bogdan Zdrojewski, government representatives, representatives of culture institutions and „Solidarity” activists, have watched the spectacle live. It was also broadcasted live by 2nd programme of the national TV.

Cast include: Borys Szyc, Henryk Talar, Krystyna Tkacz i Krystyna Prońko.
Directed by Jarosław Minkowicz, music arrangement by Adam Sztaba.



Concert on the occasion of the 20th Anniversary of the First Free Election in Poland and the Collapse of Communism in the Central Europe.



Concert on the occasion of the 20th Anniversary of the First Free Election in Poland and the Collapse of Communism in the Central Europe.
Gdańsk, June 4, 2009

During the concert we had a chance to see and hear Kylie and the Scorpions, as well as Kora, Tomek Lipiński and TILT, Lombard and Kombi. This unique music show will be kept in the memory of about 100,000 spectators at the Shipyard area and hundred of thousands TV viewers for a long time.



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Gdańsk, June 4, 2009

About 60 m wide and 23 m high stage (the second stage in Poland considering the size), 50 tractor-trailers full of equipment, 40,000 tonnes of materials used to even out 12.5 ha of concert area, 1,100 security employees, 10 km of lighting cables, 1,500m² of back-up, 850 m² of roof area, 140 Polish Television employees overseeing the Broadcast in TVP2, 58 people from Kylie's team - those are only some numbers describing the scale of the project.



After the shows of the Polish Stars, there was a happening with the participation of among others Lech Wałęsa - the so-called *Efekt Domina* (*The Domino Effect*) during which 20 red blocks with the names of the former soviet block countries were knocked over. The show featuring foreign stars ended after 1 a.m., and after that, a fireworks show took place.

PKO BP London Live - Polish Music Festival



PKO BP London Live - Polish Music Festival London, Wembley Arena September 7, 2008

PKO BP London Live - The first festival of the Polish light music of such a size abroad was held on September 7, 2008 at the legendary Wembley Arena in London. Those eight one-hour concerts gathered a dozen or so thousand people and filled the legendary hall to the last seat. During the event, the following artists performed on the main stage: Bajm, Lady Pank, Kayah, Doda, Monika Brodka, Wilki, Bracia and Natalia Kukulska. The Festival was hosted by Monika Richardson and Tomasz Kammel. Kayah, Rafał Bryndal and Jan Tomaszewski were the special guests.

Extensive fragments of the PKO BP London Live Festival were broadcasted by TVP2, which had its studio at the venue. The evening live broadcast was watched by more than **1,500,000 viewers**.

Organization of such an event required the constant work of 1,000 people from support and 30 subcontracting companies supervised by STX JAMBOREE and Harvey Goldsmith, Live Aid and Live 8 producer. **300 tons of equipment arrived to the venue in 15 trucks.** There was about 100 TVP employees and one of the most modern HD TV Truck in Europe working at the Wembley Arena. Earlier - during the previous 12 months - the organization, production and promotion of the Festival was being prepared simultaneously by **3 different 20-person teams of the Polish producer, bank and TV.**

PKO BP London Live - Polish Music Festival



The Greatest Festival of Polish Music abroad was accompanied by intensive promoting and media campaign in the Polish and British media.

Radio ZET, AMS, Newsweek weekly, Polska The Times daily, Onet.pl and TVP2 were the main media sponsors.

Additionally, we bought advertising space in the London Tube, on the famous red buses and in the press.

Simultaneously, the PR campaign was conducted (we gave accreditations to more than 150 journalists; 1/3 from Great Britain), which resulted in several hundred accounts and coverages after the event in TVP1, WPROST weekly, GALA weekly, Gazeta Wyborcza, Rzeczpospolita, Polska The Times and many others.

The Phonographic Academy Awards FRYDERYK

The Phonographic Academy Awards FRYDERYK Gala
years: 2007-2011, Warsaw
Fabryka Trzciny + Bazylika oo. Salezjanów



Pozytywne Wibracje Festival - 22-23 July 2011, Białystok

The Branicki Palace Courtyard in Białystok

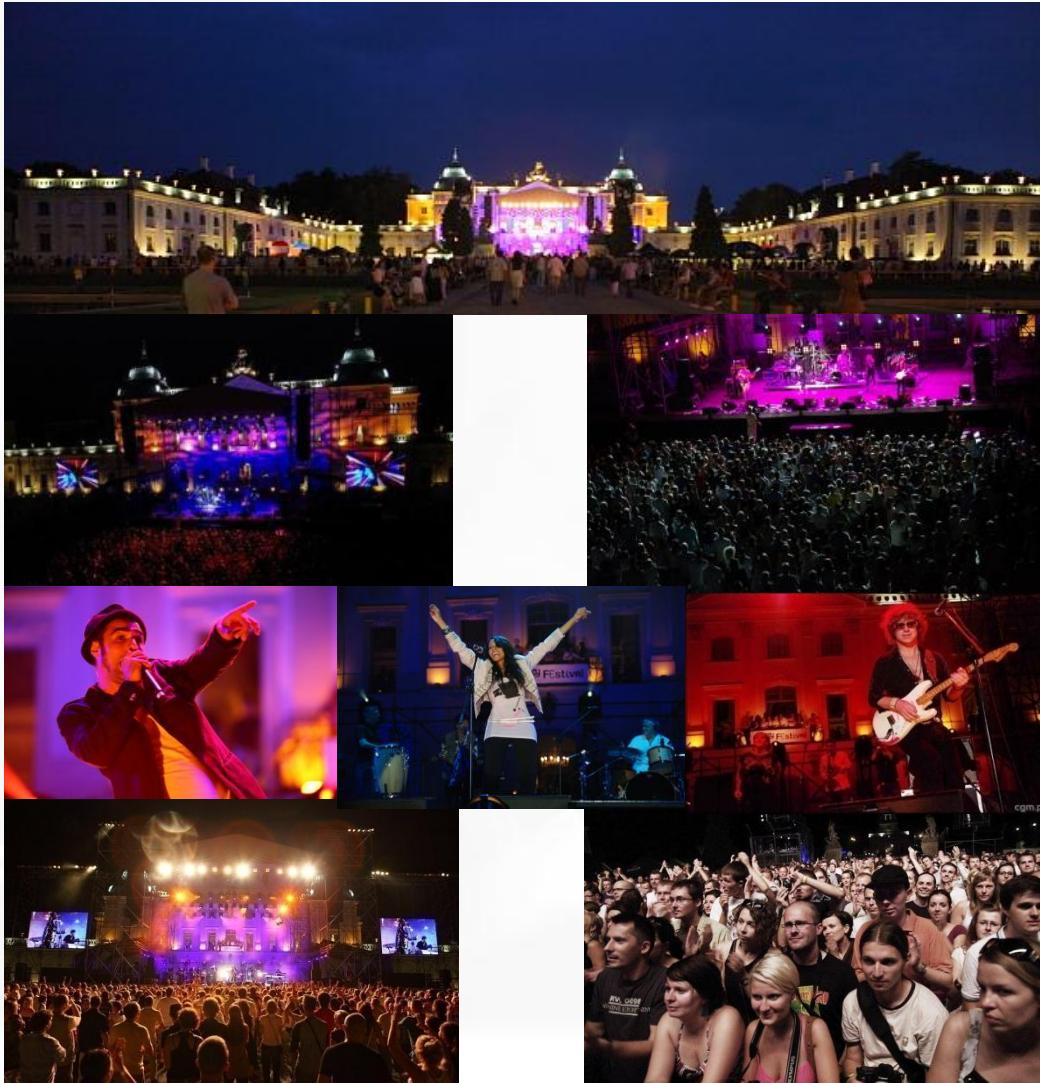


23 July, a Saturday night, was the end of the second edition of Pozytywne Wibracje Festival, which turned out even better than the year before.

During the two festival days, more than ten thousand of soul, funk, r&b and acid jazz music lovers from all over Poland visited the enchanting and magically illuminated courtyard of the historical Branicki Palace. **Pozytywne Wibracje Festival** is the most important music event in its category, which is why many fans of positive sounds did not hesitate to travel hundreds of kilometers to Białystok to attend. More than three thirds of the audience were visitors. **The concerts of Seal, Raphael Saadiq, Count Basic, De Phazz, James Taylor Quartet, Pilichowski Band, Marcin Nowakowski and Muariolanza gathered a total of nearly 12 thousand people!**

Positive Vibrations Festival July 23rd-24th, 2010, Bialystok

The courtyard of the historic Branicki Palace



July 23-24 in Białystok a great feast for music fans took place under the banner of Pozytywne Wibracje - the first edition of Pozytywne Wibracje Festival, a celebration of jazz, funk, soul, chillout, acid jazz, dance and club music, enjoyed by nearly ten thousand fans for two days.

During the new summer festival, which lasted for two days, international top stars appeared on stage: Us3, Incognito, Gabin, The Brand New Heavies and Funkstar De Luxe. There were also eminent Polish artists: Poluzjanci with Kuba Badach, Mika Urbaniak, Monika Dryl, FOX and Witek Łukaszewski with a large group of instrumentalists and dancers appearing in a special project entitled Fortepian Szopena (Chopin's Piano). In a word - a perfect show, awesome sound, fabulous lighting, ecstatic crowds and plenty of wonderful positive impressions.

After the event, many praised it as a “classy festival” and said that Białystok itself and its picturesque environs were a pleasant surprise.

Organization and production - concerts



GRACE JONES Concert
Warsaw, Congress Hall
February 3, 2006

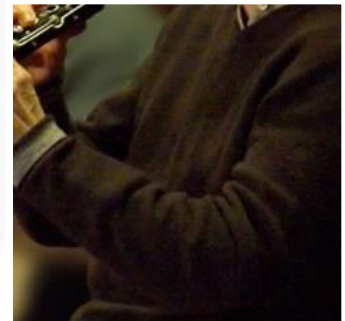


M PEOPLE Concert
Warsaw, Congress Hall,
September 7, 2007



MACY GRAY
Warsaw, Congress Hall
October 17, 2005

**Koncert WOODY ALLEN & HIS NEW
ORLEANS JAZZ BAND**
Warszawa, Sala Kongresowa,
28 grudnia 2008



Music marketing

- music marketing platforms

Any powerful and effective promotional campaign is based on a comprehensive strategy including elements that jointly create a coherent, logical whole.

Strategies which use elements of music marketing, planned and conducted by STX JAMBOREE, bring the following notable effects for the client: reaching a specific target group, rising brand awareness, re-shaping brand image, improving sales of a selected product.

The campaign that our Agency conducts for Carlo Rossi, a wine producer, serves as a good example of a campaign based on elements of music marketing.

The campaign encompasses the following elements:

- ☐ Sponsoring of events promoting *Sygnowano Fabryka Trzciny* album:
 - 2006: **Anja Garbarek** (28.11.2006 - 3rd Birthday of Fabryka Trzciny)
 - 2007: **noJazz** (17.02.2007) and **Mika Urbaniak** (22.11.2007 - 4th Birthday of Fabryka Trzciny)
 - 2008: **Leszek Możdżer feat. DJ Siarra** (15.02.2008) and **Tomasza Filipczak, Piotr Rodowicz & friends** in *Seweryn Krajewski Smooth Jazz* concert (24.10.2008)
 - 2009: **NATU + ENVEE, Maria Sadowska, Soul Service DJ's** (20.02.2009) and **Giulia y Los Tellarini** (23.10.2009)
 - 2010 r.: **Młynarski plays Młynarski** (19.03.2010)
 - 2010 r.: **Funkstar De Luxe** (7.10.2010)
 - 2011 r.: **Fredrika Stahl** (8.03.2011)
- ☐ The album cover design consistent with the visualization of the Carlo Rossi wine label
- ☐ Participation in record's advertising campaign (TV, radio, outdoor, press)
- ☐ Participation in the PR campaign surrounding *Sygnowano Fabryka Trzciny* release
- ☐ Labels attached to Carlo Rossi wines
- ☐ Official website www.sygnowano.pl



Acquiring licenses for international repertoire

Our Agency specializes in creative selection of music repertoire for commercials and acquiring licenses for its use.

Some of our projects conducted to date include:



- ❑ Polska Telefonia Cyfrowa - obtaining copyrights and performance rights to *Freestyler* by Bomfunk MC's for the needs of ERA GSM "Blue Connect" advertising campaign
- ❑ LOWE Activation / Gallo Germany / Ernst & Julio Gallo - acquiring copyrights for the use of *In Style & In Rythm* by Pumali Panthers in the Carlo Rossi advertising campaign
- ❑ PKO Bank Polski - acquiring copyrights for the use of *I Love Rock & Roll* in the PKO Bank Polski advertising campaign
- ❑ Kompania Piwowarska S.A. - acquiring a license for the use of *Should I Stay or Should I Go* in the advertising campaign of Lech beer
- ❑ Polkomtel S.A. / through Euro RSCG advertising agency - a license for the use of *You Sexy Thing* in the 2004 and 2005 advertising campaign
- ❑ Carlsberg S.A. - acquiring a license for the use of *Seventh Heaven* in the advertising campaign of Karmi beer
- ❑ Axel Springer Poland - acquiring a license for the use of Bonney M's *Sunny* cover in *Pani Domu* weekly advertising campaign
- ❑ Vistula Group SA. acquiring a licence to use a cover of *Pretty Woman* by Roy Orbison for the W. Kruk brand campaign.



Top quality publications and promotion of records

POZYTYWNE WIBRACJE



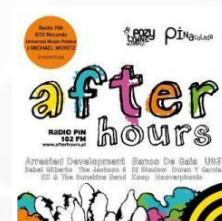
PINACOLADA



PIEPRZ I WANILIA



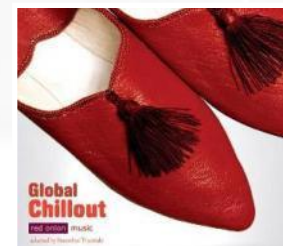
AFTER HOURS



SYGNOWANO FABRYKA TRZCINY



GLOBAL CHILLOUT



Moreover, the Agency also manages commercial publishing projects (CD albums) for its customers. For example:

- **Sygnity SA - Otuleni dźwiękiem** - for Sygnity SA (5,000 CDs)
- **PKO BP London Live** - for PKO BP (100,000 CDs)
- **PKO BP Blisko Świąt** - for PKO BP (100,000 CDs)
- **Anna Maria Jopek** - for Sephora (50,000 CDs)
- **Pozytywne Wibracje a:muse** - for Unimil sp. z o.o. (2,000 CDs)
- **Pozytywne Wibracje** - a bonus CD for Gala weekly (100,000 CDs)
- **Pozytywne Wibracje** - a bonus tape for Nescafe Classic (1 million audio tapes)
- **An Italian music CD** - attached to invitations for the launch party of a new **FIAT Croma** (5,000 CDs)
- **Lech** - for Kompania Piwowarska (700,000 CDs added to beer six packs)

Selected events and concerts organized by STX JAMBOREE in Poland and abroad

Concerts in Poland of such artists as: **Macy Gray, Grace Jones, Kylie Minogue, Scorpions, Diana Krall, Ray Charles, James Brown, Woody Allen & His New Orleans Jazz Band, Natalie Cole, Dee Dee Bridgewater, Wynton Marsalis, Paco De Lucia, Bebel Gilberto, Glenn Miller Orchestra, The Manhattan Transfer, Take 6, BBC Big Band** and many others

"Zaczęło się w Polsce" ('It all began in Poland') - a concert at the **Gdańsk Shipyard, 4 June 2009** - an enormous concert with a 100 thousand audience to commemorate the 20th anniversary of the Collapse of Communism in Poland and Central Europe - including performances by Kylie Minogue and the Scorpions, as well as the "Domino Effect" with the participation of Lech Wałęsa (broadcast by TVP2)

Jazz Jamboree - eight editions of the festival - Warsaw, Sala Kongresowa [Congress Hall] (1995-2000 and 2006-2007) - the oldest jazz festival in Europe with about a hundred of the world's top jazz artists (broadcast by TVP)

The Phonographic Academy Awards FRYDERYK Gala - top awards of the Polish music industry: 2007, 2008, 2009, 2010, 2011 - Fabryka Trzciny (popular music) and Bazylika oo. Salezjanów (classical and jazz music) with the elite of the Polish music scene (live broadcast by TVP1)

PKO BP London Live - Polish Music Festival - Wembley Arena, London (audience of ca. 15 thousand) - with the top artists of the Polish music scene (September 2008, broadcast by TVP2)

Pozytywne Wibracje ('Positive Vibrations') Festival - an international music festival
(Białystok, audience of over 10,000, since 2010)

Solidarnie dla Powodzian ('Together for the Flood Victims') - a central convention
for the Bronisław Komorowski Electoral Committee, six leading Polish artists, Warsaw - Agrykola, audience of 20,000,
13 June 2010

**Festiwal Dialogu Czterech Kultur / Etniczne Brzmienie Czterech Kultur
('Festival of Dialogue of Four Cultures / Ethnic Sound of Four Cultures')**
(Russia/Germany/Israel/Poland), Łódź, 2006 and 2007 (broadcast by TVP)

The Polish premiere of "Liverpool Oratorio" (Paul McCartney & Carl Davis) -
Krakow, 1994

European Cultural Month - complete organization of more than 10 concerts, Krakow (1992)

International Guitar Festival - Krakow (1992-1994)

Z serca Polski dla Kosowa ('From the Heart of Poland to Kosovo') - a charity
concert with the participation of the elite of the Polish music scene, Warsaw (1999 - broadcast by TVP)

**Annual exhibitions at the Warsaw's Palace of Culture and Science:
"Football", "Music", "Olympics", "Films"** - nearly a million visitors (2002-2006)

Prix de Diane-HERMES, Polish Day (40,000 visitors), Chantilly-France, June 2004

Jewish Culture Festival (8 concerts), Paris, July 2004

12 hours' concert marathon - "Chopin dans tous ses etats", Paris, December 2004

Nova Polska - End of the Cultural Season, Paris, December 2004

Hafengeburtstag - Polish Village (16 concerts), Hamburg, May 2005

National Independence Day at the Polish Embassy in Buenos Aires (including a concert by Andrzej Jagodziński Trio), November 2005

60th Anniversary of the Przekrój weekly with a concert by Jan A.P. Kaczmarek - it was the first performance of this artist in Poland after he had won the Academy Award for the *Finding Neverland* film score (2005)

80th Anniversary of Warta SA with Ray Charles - the artist gave a performance on his 70th birthday (2000)

10th Anniversary of the presence of Deutsche Bank Group in Poland with a concert by The New York Voices (2005)

19 Roadshows for Bank Zachodni WBK - a total of 12 thousand participants! (2001)

50th Anniversary of the Warsaw Palace of Culture and Science (2005)

Award ceremony for Klub Twórców Reklamy (Club of Advertising Creators)
with a concert by Natacha Atlas (2006)

Kick-off meeting - a ceremony celebrating the launch of Newsweek on the Polish market (2001)

J&S Tennis Cup - ticketing system, comprehensive services for VIPs (2003-2007)

Sygnity Toyota World Cup - 4-days' horse-riding competition at Torwar
(2007 and 2008 - broadcast by TVP)

Otwarte Rewiry - hip-hop culture day - open air event, Warsaw, Teatralny Square, 20,000 participants (2005)

Events and concerts at Fabryka Trzciny - several events organized at the Fabryka Trzciny centre of arts in the years 2004-2010

Most of these concerts/events were accompanied by a full range of effective marketing and PR services provided by STX JAMBOREE.

Selected foreign artists invited to Poland by STX JAMBOREE, in alphabetical order:

Ariel Ramirez
Art Ensemble of Chicago
Bach Ensemble
Baden Powell
BBC Big Band
Be
Bebel Gilberto
Belinda Carlisle
Benny Carter
Brad Mehldau
Chambao
Coolio
Count Basie Orchestra
Cubanismo
Dee Dee Bridgewater
Diana Krall
Dr. John
Funk'n'Stein
Funkstar De Luxe
Gabin
Giulia Y Los Tellarini
Glenn Miller Orchestra
Gonzalo Rubalcaba

Grace Jones
HIM
Incognito
Ive Mendes
Jack DeJohnette Quintet
James Brown
Joe Henderson
Joe Lovano
Joe Williams
John Lurie
John Scofield
Joshua Redman
Kenny Garrett
Kevin Mahogany
Kylie Minogue
M People
Macy Gray
Michel Petrucciani
Miriam Makeba
Mory Kante
Moscow Symphony Orchestra
Natacha Atlas

Natalie Cole
New York Voices
No Jazz
Oh Laura
Paco de Lucia
Paco Pena
Ravi Coltrane
Ray Brown
Ray Charles
Richard Galliano & Gary Burton
Roy Hargrove
Seal
Scorpions
Sophie Solomon
Take 6
Tallis Scholars
Tangerine Dream
The Brand New Heavies
The Manhattan Transfer
Twinkle Brothers
US3
Woody Allen & His New Orleans Jazz Band
Wynton Marsalis
ZAZ

CONTACT

STX JAMBOREE

Kopernika 17, 00-359 Warsaw
phone: +48 22 203 64 43 fax: +48 22 203 64 99
info@stx-jamboree.com, www.stx-jamboree.com

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STX RECORDS Sp. z o.o. (STX JAMBOREE GROUP)
Kopernika 17, 00-359 Warsaw
phone: +48 22 203 64 43, fax: +48 22 203 64 99
e-mail: info@stx-jamboree.com, www.stx-jamboree.com
NIP: 526-28-46-870,
National Court Register number (KRS): 0000230361
Share capital: PLN 50,000.00
The District Court for the capital city of Warsaw,
12th Commercial Division of the National Court Register

AGENCJA JAMBOREE Sp. z o.o. (STX JAMBOREE GROUP)
pl. Defilad 1, 00-901 Warsaw
(Correspondence address: Kopernika 17, 00-359 Warsaw)
phone: +48 22 203 64 43, fax: +48 22 203 64 99
e-mail: info@stx-jamboree.com, www.stx-jamboree.com
NIP: 525-20-60-263, National Court Register number (KRS): 0000247166
Share capital: PLN 50,000.00
The District Court for the capital city of Warsaw,
12th Commercial Division of the National Court Register