

**REQUEST FOR EXPRESSIONS OF INTEREST FOR THE PROVISION OF COMMUNICATION ADVISORY  
SERVICES TO THE HELLENIC REPUBLIC ASSET DEVELOPMENT FUND**

**CO/01  
August 26<sup>th</sup>, 2011**

The “Hellenic Republic Asset Development Fund S.A.” (hereinafter “HADEF”) wants to retain a communications company that will provide communication advisory and support services to HADEF. Indicatively, these services are listed below:

1. Advisory Services

- a. to design HADEF’s corporate branding, including its logo, stationery, promotional material, ad-hoc publications, etc;
- b. to formulate HADEF’s communication strategy and media message for Greece and the rest of the world.

2. Support Services

- a. to provide a comprehensive (print, online, broadcast) media monitoring service for both Greek and major international media;
- b. to support overall the communication and promotional activities of HADEF in Greece and internationally, including:
  - i. Handling media and public relations in general;
  - ii. Organisation of roadshows, conferences and other promotional events;
  - iii. Crisis management.

HADEF is inviting communication companies, or consortia of companies, with both Greek and international experience and reach, to express their interest to provide the services describe herein. Interested parties are kindly requested to submit an offer in writing, which should include the following:

- Relevant experience in Greece and internationally;
- Outline communication strategy of the privatisation programme
- Proposed team composition including relevant experience of the senior members of the team;
- Proposed fee structure.

Indicative budget for the services mentioned are to be not higher than 150.000€ (VAT not included), for the period up until December 31<sup>st</sup> 2011.

The HADEF reserves the right to amend or cancel this process at any time, without cause.

Interested parties are requested to submit their offers, together with any other information they may consider necessary or appropriate, in writing, via e-mail. All offers should be submitted no later than September 19<sup>th</sup> 2011, for the attention of Mrs. Natasha Kyriakopoulou, Hellenic Republic Asset Development Fund S.A. by email to [info@hraf.gr](mailto:info@hraf.gr) mentioning the reference no. CO/01.