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1. Thank you, MAXIM, for such warm words. So, I am a co-founder of **Memory Makers Group**. WE ARE A FULL SERVICE **solution THAT** transforms business travel and events **INTO** powerful tools for team engagement and culture-building. We work with HR leaders and founders at the **crossroads** of business travel, events, and professional ecosystems.

WE GO BEYOND just business travel, event management, and professional conferences. WE START BY CREATING value for different specialists in HR, legal, fintech, and marketing. And CTREAT and support professional communities, which let people to share experiences and make each business stronger.

2. I started as a **classic outsourced** services - travel and event management. But with time, working closely with businesses and HR teams, we saw that the REAL NEED was much deeper than logistics. Companies don't come only for flight tickets or venues. They come for results: stronger teams, greater engagement, a stronger culture, and long-term growth. And we are in the **Memory Makers Group** already do this. My role **transformed** from an operational manager to a strategic partner, helping HR

and businesses solve bigger challenges through experiences, events, and community.

3. Yes, the MICE is still our main FOCUS but not only in classic meaning. We take care of everything regarding the events - starting from business travel logistics, flight tickets, hotels, transfers, and concierge services to corporate events and large-scale conferences with up to thousands of participants. But we had transformed and opened a new side of MICE- we created our own professional conferences like the Mediterranean MMR HR Summit.

4. THAT we did something really meaningful for people. Cyprus became the home country for many highly skilled professionals and international businesses. And we respond to the demand from HR leaders to create an environment where they can share their experience and find solutions.

5. After we made our first results in organizing Cyprus HR Summit 2025 we became leaders who we recommended, and now this year we are also hosting conferences for legal, fintech, and marketing specialists, as well as events for non-profit organizations. We realized that better for the industry to build a long-term professional environment, so we collected feedback on this idea from the community - and here we are! We moved to an ecosystem approach.

6. We work in the B2B market, and the HR function is a key connection point inside any business. HR leaders influence teams, build culture, drive transformation, and manage growth. We are close to the philosophical approach. We know how to create value for HR professionals through community and partnerships, while also developing our products in a natural, long-term way.

7. MMG HR Summit is not a one-day event. This year, it will be a Mediterranean event - we expect to have speakers and guests from Malta, Greece, and other countries. Our perception of this conference is like an entry point into a professional ecosystem. After the summit, participants stay connected through the community. We support them throughout the year with free seminars, live meetups, and educational sessions. That long-term connection is what really makes the difference from other HR events.

8. This high-skilled event is for experts who care about business growth. Nowadays, HR leaders have become, let's say, the "right hand" of owners. Ideas cost nothing without a team ready to implement them. So, we expect to engage the interest not only of HR people, but also of founders. Business is about ideas plus people. And we work together to make this formula work properly. This year, we focus on the most relevant topics today: AI in HR processes, people analytics, wellbeing as a business factor, culture, and sustainable teams. But at the same time, we remember that the main value is the environment: meaningful

connections, partnerships, and a strong professional network that continues after the event.