



Global Media
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THE PRESIDENT'S MESSAGE 2021 - DON CM WANZALA

In retrospect, I am overwhelmed to have co-founded a fine business entity. In our organization, we have managed to cultivate a cordial relationship with our clients and business associates, their good opinion about us for the services we provide, are a priceless asset.

This is a time of great enthusiasm and challenge in the media and advertising business. We all know that keeping pace with new developments in media and advertising methods has become complicated in recent years.

Advertising and marketing trends are just so twisted, as many influential tools and innovations are so diffused but yet we are flexible and living up to the moment to deliver the best to our clients that can help them accelerate their growth.

Our advertising philosophy rests on the principle of simplicity and sophistication. Our communication is simple yet profound, quiet yet communicative and interactive. That is what makes Global Media unique.

Not only do we want to send clear marketing messages to our customers—and customers to be—but we need to make sure that we build and maintain clear lines of communication with the members of our team.

At Global Media Ltd, we are committed to providing brands and services of outstanding quality and value that improve the lives of the region's consumers.

The Company stood by the principle – of meeting its professional obligations and establish a sustainable linkage between its principals and its clients. This conviction has won us the appreciation of our principals and the respect and confidence of our clients.

We serve more than 10,000 customers ranging from manufacturers, wholesalers, retailers, real estate, and insurance, as well as the general service industry. Each is regarded as a valued customer. These 8 years gave us different challenges. We are no more competing with few companies rather, we are up against the global competition. We will have to create opportunities for this business. The number of our principals and our clients is on increase.

Our outstanding success in the recent past has been a result of our strong talent base and leading-edge processes.



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The year 2020 was a real testing ground for businesses all over the world. COVID-19 in much key global economics had far-reaching effects on our deeply interconnected world. Along with financial models, business models; the human spirit took a real test of resilience.

Our business results are a testament to the combined decisions, attitudes, and determination of our people. We have a commitment to the company which is absolute. This commitment ensured that even in adverse times, we have been able to deliver results that exceed expectations.

The pride we carry in our results is because of the teams. Their efforts, collective and individual, allow us to enter 2021 with the confidence that we will continue to face challenges with the best of our best.

Happy holidays and happy new year!

Don CM Wanzala

President | **Global Media Ltd.**