GlobalCIS Credit Information Services The leading supplier of global credit reports

Freshly Investigated Credit Report (Fullcheck) - Executive Summary

OGILVY & MATHER COLOMBIA SAS

Date : 5 May, 2021

Company Details

Global Identifier	:	P2990053
Country	:	Colombia
Business Entity Name	:	OGILVY & MATHER COLOMBIA SAS
Operating Address	:	Piso 4, 101-67 Avenida Carrera 9, Cundinamarca, Bogota
Tel	:	[+57] 1-3906767
Email	:	adriana.bello@ogilvy.com
Website	:	http://www.ogilvy.com.co
Primary Business Activity	:	Service
Primary Industry	:	Professional Services - General

Key Facts

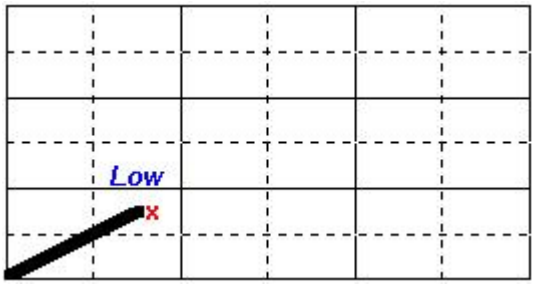
Registered Legal Address	:	Piso 4, 101-67 Avenida Carrera 9, Cundinamarca, Bogota
License Number	:	834321
Date of Registration	:	14 Nov, 1997
Issuing Authority	:	CAMARA DE COMERCIO - Bogota
Legal Form - Category	:	Private Company with Limited Liability
Legal Form - Full Name	:	Sociedad por Acciones Simplificada
Legal Form - Abbreviation	:	SAS (1)
License Status	:	License exists - Normal.
Operational Status of Business	:	Normal
Employees	:	147
Capital	:	US$ 254,233

Note:

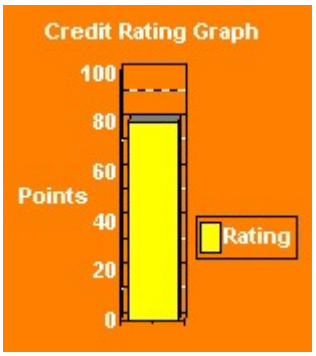
(1) The abbreviation appearing at the end of the SBE's name above, is an abbreviation of the Legal Form "SOCIEDAD POR ACCIONES SIMPLIFICADA" which is automatically generated by GlobalCIS® software.

Credit Rating & Risk Analysis

Risk Index : Low



Credit Rating : Excellent



Points Allocated : 80

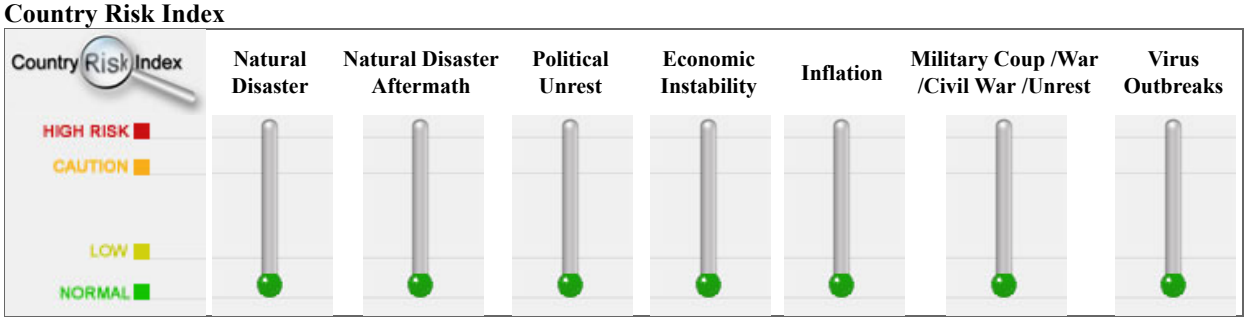
CREDIT ASSESSMENT FACTORS

GlobalCIS® Credit risk assessment is gauged on 12 key business factors.
Each factor is assigned a rating and the total is aggregated and weighed
in consideration of any other influencing factors relevant to the final assessment.

These factors include :

Financial Status	Profitability	Industry sector & trends
Principals	Civil Litigation	Liabilities
Management	Scale of operations	Years in business & co history
Assets(real estate etc.)	Trade references & reputation	Family involvement & support

Country Risk Index



Adverse Data

Results : Total of **0** record found.

Financials - Summary (Currency: USD - US Dollar)

Year	Turnover	Assets	Net Income
2017 Annual	11,188,844	10,417,969	1,415,597
2018 Annual	10,590,999	9,261,906	-183,476
2019 Annual (*)	9,703,910	11,190,663	425,816

Sales Trend - Analysis

2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
-	-	-	-	-	-	-	-	5.34%	8.38%

Note: (*)
Financials listed are the most recent available for this company.

Consolidated Financial Summary - Direct Corporate Parent (Currency: USD - US Dollar)

Business Entity Name : WPP PLC
Country : Channel Islands
Global Identifier : P1863570
Legal Form - Category : Public Listed Company

Year	Turnover	Assets	Net Income
2018 Annual	16,514,810,127	42,870,506,329	1,442,278,481
2019 Annual	17,187,142,857	40,686,753,247	932,337,662
2020 Annual	16,003,733,333	48,253,200,000	-3,893,200,000

Sales Trend - Analysis

2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
-	-	-	0.28%	4.49%	6.78%	0.11%	5.78%	4.07%	6.89%

Recommended Credit Limit - Trade Finance

Maximum Recommended Credit	: USD $5,000,000 based on 30 days

Primary Products

Products / Materials / Services Description	Activity
Advertising	Service
Advertising agency	Service
Direct marketing	Service
Marketing	Service
Public relations agency	Service

Commercial Credit Inquiries

Date of Inquiry	Industry in which Inquirer Operates	Credit Type (* / **)	Credit Amount	Period

5 May, 2021	Financial Services - Trade Insurance, Factoring, Underwriting	MRC	USD 5,000,000	30 days

Note:

* MRC : Max. Recommended Credit amount

** ISC : Inquirer Specified Credit amount

Fullcheck Report Details

Country	:	Colombia
Business Entity Name	:	OGILVY & MATHER COLOMBIA SAS
Primary Business Activity	:	Service
Primary Industry	:	Professional Services - General
Office Contact Details		
Operating Address	:	Piso 4, 101-67 Avenida Carrera 9, Cundinamarca, Bogota
Tel	:	[+57] 1-3906767
Email	:	adriana.bello@ogilvy.com
Postal Details		
P.O. Box	:	24489
Website Details		
Website	:	http://www.ogilvy.com.co
Status	:	Normal - operational
Country of Registration	:	Colombia
Tax / VAT Details		
Tax Issuing Authority	:	DIRECCION DE IMPUESTOS Y ADUANAS NACIONALES (DIAN)
Tax Number	:	890306162-9

SIC PRODUCT CLASSIFICATION & ACTIVITY

Product/Service Description	Code	Activity
Advertising Agencies	7311	Service
Advertising, NEC	7319	Service
Public Relations Svcs	8743	Service

HARMONIZED PRODUCT CLASSIFICATION & ACTIVITY

Product/Service Description	Code	Activity
Advertising	9901	Service
Marketing	9967	Service
Public relations services	9876	Service

CORE BUSINESS DESCRIPTION

Core Business

The primary business focus of OGILVY & MATHER COLOMBIA SAS is Specialized professional services, including:

- Advertising

Key services include :

- Advertising agency
- Direct marketing
- Marketing
- Public relations agency

DIRECT / INDIRECT CORPORATE PARENT DETAILS

Direct Corporate Parent	:	**WPP PLC**
Global Identifier	:	P1863570
Legal Form Category	:	Public Listed Company
Country	:	Channel Islands
Operational Address	:	22 Grenville St St Helier Jersey
Primary Business Activity	:	Service

COMPANY MANAGEMENT

Management Listings

	Name	Nationality	Job Description	Dept. / Division
1	Ms. Adriana Milena Bello Bello	Colombian	Accountant	-
2	Mr. Juan Camilo Corredor Caina	Colombian	Authorized representative	-
3	Mr. Fabio Humberto Quiroga Cordero	Colombian	Authorized representative	-
4	Ms. Paola Andrea Trujillo Gonzalez	Colombian	Auditor	-
5	Ms. Cindy Dayana Fegatilli Guacaneme	Colombian	Auditor	-
6	Mr. Barriga Barragan Mauricio	Colombian	General Manager	-

Management Details - 1

Personal Unique Identifier	: MI05118170
Name	: Ms. Adriana Milena Bello Bello
Email	: adriana.bello@ogilvy.com

Management Details - 2

Personal Unique Identifier	: MI05118161
Name	: Mr. Juan Camilo Corredor Caina

Management Details - 3

Personal Unique Identifier	: MI05118162
Name	: Mr. Fabio Humberto Quiroga Cordero

Management Details - 4

Personal Unique Identifier	: MI05118168
Name	: Ms. Paola Andrea Trujillo Gonzalez

Management Details - 5

Personal Unique Identifier	: MI05118169
Name	: Ms. Cindy Dayana Fegatilli Guacaneme

Management Details - 6

Personal Unique Identifier	: MI05118159
Name	: Mr. Barriga Barragan Mauricio

FINANCIALS - SUMMARY (Currency: USD - US Dollar)

The latest Financial Summary of Direct Parent: WPP PLC (Currency: U.S. $'s)

Year	Turnover	Assets	Net Income
2020 Annual	16,003,733,333	48,253,200,000	-3,893,200,000

CAPITAL (Currency: COP - Colombian Peso)

Authorized Capital	:	$ 939,667,213.00

FINANCIAL STATEMENT - DETAILED

Balance Sheet

Currency : USD
Denomination : 1
Financial Year Ending : December

Financial Highlights	2017 Annual	2018 Annual	2019 Annual
Non-current assets			
Total Assets(*)	10,417,969.00	9,261,906.00	11,190,663.00
Current liabilities			
Current Liabilities(*)	5,392,637.00	4,830,999.00	7,311,152.00
Non-current liabilities			
Shareholders Funds(*)	5,025,332.00	4,430,907.00	3,879,511.00

Note: (*)
Financial Highlights

Income Statement

Currency : USD
Denomination : 1
Financial Year Ending : December

Financial Highlights	2017 Annual	2018 Annual	2019 Annual
Turnover(*)	11,188,844.00	10,590,999.00	9,703,910.00
Profit After Tax attributable to Shareholders(*)	1,415,597.00	(183,476.00)	425,816.00

Note: (*)
Financial Highlights

Based on the corporate laws of Colombia, legal entities which are a Private Company with Limited Liability are not required to make public disclosure of their annual financials. Although basic financials were obtained for reference.

REPUTATION

Reference checking for the purpose of establishing OGILVY & MATHER COLOMBIA SAS's reputation within the respective industry failed to reveal any adverse information.

NEGA-SCAN - ADVERSE DATA MONITORING

DISHONORED CHECKS	**No Record Found**
DEBT	**No Record Found**
CIVIL LITIGATION	**No Record Found**
PERFORMANCE DEFAULTS	**No Record Found**
ADVERSE LOCAL MEDIA COVERAGE / ADVERSE FILING HISTORY	**No Record Found**

RELATED PARTIES (Subsidiaries , Joint-ventures & Affiliates)
The following provides a summary of the number of businesses that are related to OGILVY & MATHER COLOMBIA SAS:

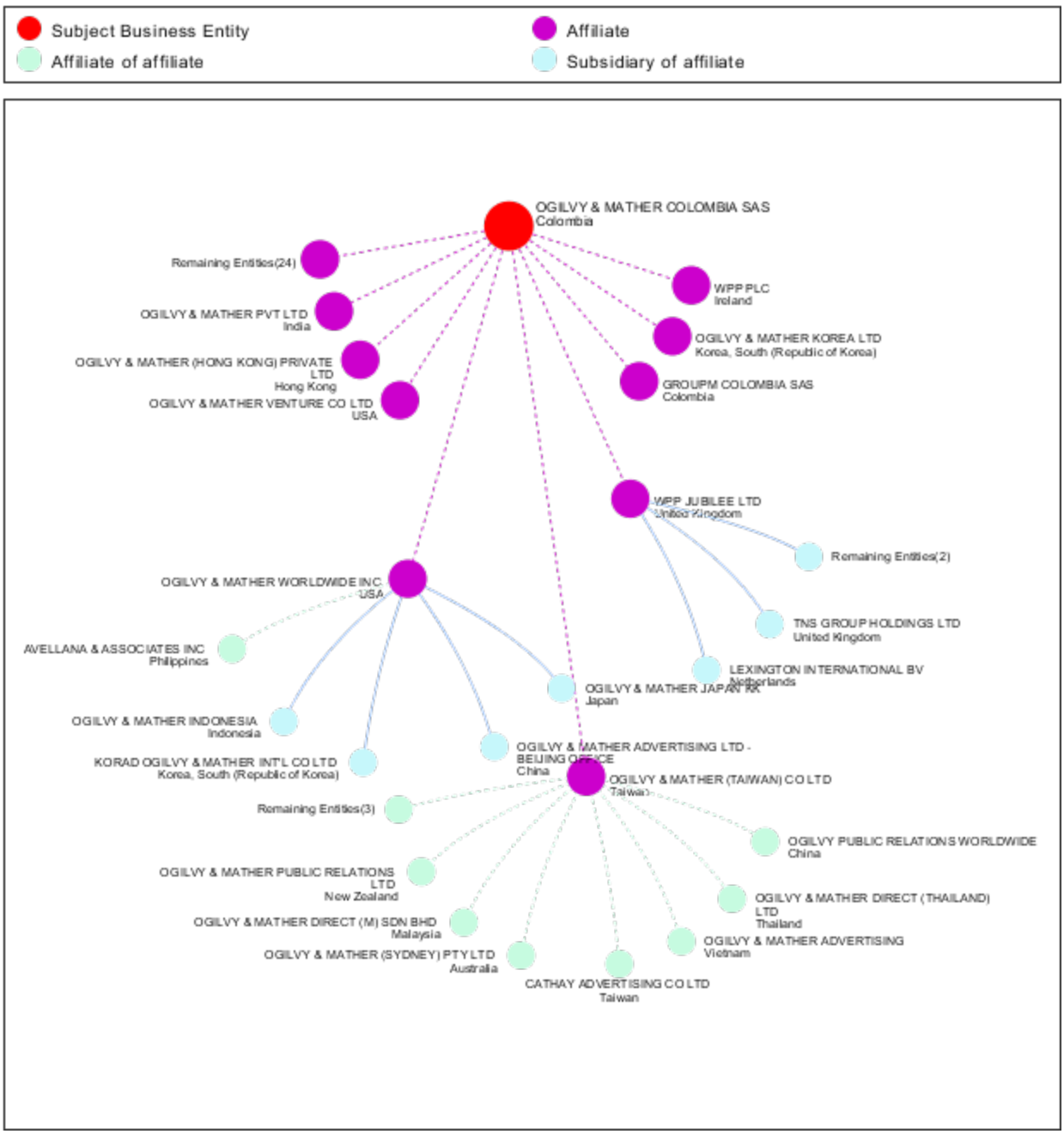
TYPE	DOMESTIC	INTERNATIONAL						
	TOTAL	Africa	Asia / Pacific	Europe	Middle-East	North America	South America	TOTAL
Subsidiaries	-	-	-	-	-	-	-	-
Joint-Ventures	-	-	-	-	-	-	-	-
Minority shareholdings	-	-	-	-	-	-	-	-
Affiliates	15	-	7	7	-	3	1	18
Liaison / Representative Offices	-	-	-	-	-	-	-	-

International Related Parties - Summary:

Region	**Asia / Pacific**	**Europe**	**North America**	**South America**	**Africa**	**Middle-East**
						
Percentage	38.89%	38.89%	16.67%	5.56%	0.00%	0.00%
No. of related parties	7	7	3	1	0	0

MAPPING OF RELATED PARTIES

Legend



Domestic

Business Entity Name	**: BURSON COHN & WOLFE COLOMBIA SAS**
Global Identifier	: P4613501
Country	: Colombia
Relationship	: Affiliate
Operational Address	: Carrera 9 101 67 P 3 Edificio Naos, Bogota, Distrito Capital
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: COCKTAIL AMERICA SAS, THE**
Global Identifier	: P4613795
Country	: Colombia
Relationship	: Affiliate

Operational Address : Ed Naos 9, 101-67, Bogota, Distrito Capital
Primary Business Activity : Service
Industry : Professional Services - General

Business Entity Name **: GEOMETRY GLOBAL COLOMBIA SAS**
Global Identifier : P4613518
Country : Colombia
Relationship : Affiliate
Operational Address : Carrera 9 101 67 Piso 1 4, Bogota, Distrito Capital
Primary Business Activity : Service
Industry : Professional Services - General

Business Entity Name **: GREY COLOMBIA SAS**
Global Identifier : P4613534
Country : Colombia
Relationship : Affiliate
Operational Address : Office 202, Piso 2 Av Cra 9 # 101 - 67, Bogota, Distrito Capital
Primary Business Activity : Service
Industry : Professional Services - General

Business Entity Name **: GROUPM COLOMBIA SAS**
Global Identifier : P1049536
Country : Colombia
Relationship : Affiliate
Operational Address : P 2 Cr 19, 89 - 21, Bogota, Distrito Capital
Primary Business Activity : Service
Industry : Professional Services - General

Business Entity Name **: GROUPM TRADING COLOMBIA SAS**
Global Identifier : P4613572
Country : Colombia
Relationship : Affiliate
Operational Address : Cr 19, 89 - 21, Bogota, Distrito Capital
Primary Business Activity : Service
Industry : Professional Services - General

Business Entity Name **: HOGARTH COLOMBIA SAS**
Global Identifier : P4613846
Country : Colombia
Relationship : Affiliate
Operational Address : P 4 Campus Empresial Naos 9,101 - 67, Bogota, Distrito Capital
Primary Business Activity : Service
Industry : Professional Services - General

Business Entity Name **: MEDIACOM SAS**
Global Identifier : P4613832
Country : Colombia
Relationship : Affiliate

Operational Address : P 2 Carrera 19 89 21, Bogota, Distrito Capital
Primary Business Activity : Service
Industry : Professional Services - General

Business Entity Name **: MINDSHARE COLOMBIA SAS**
Global Identifier : P4613814
Country : Colombia
Relationship : Affiliate
Operational Address : P2 Cr 19, 89-21, Bogota, Distrito Capital
Primary Business Activity : Service
Industry : Professional Services - General

Business Entity Name **: VMLY&R COLOMBIA SAS**
Global Identifier : P4613727
Country : Colombia
Relationship : Affiliate
Operational Address : Piso 3 Edificio Naos Av Cra 9, 101 - 67, Bogota, Distrito Capital
Primary Business Activity : Service
Industry : Professional Services - General

Business Entity Name **: WAVEMAKER COLOMBIA SAS**
Global Identifier : P4613701
Country : Colombia
Relationship : Affiliate
Operational Address : P 2 Cr 19, 89-21, Bogota, Distrito Capital
Primary Business Activity : Service
Industry : Professional Services - General

Business Entity Name **: WPP BOLIVAR SAS**
Global Identifier : P4613676
Country : Colombia
Relationship : Affiliate
Operational Address : CL 94 16 57, Bogota, Distrito Capital
Primary Business Activity : Service
Industry : Professional Services - General

Business Entity Name **: WPP COLOMBIA SAS**
Global Identifier : P4613600
Country : Colombia
Relationship : Affiliate
Operational Address : P 2, 9 101 67 Ed Naos, Bogota, Distrito Capital
Primary Business Activity : Service
Industry : Professional Services - General

Business Entity Name **: WUNDERMAN LTDA**
Global Identifier : P4613593
Country : Colombia
Relationship : Affiliate

Business Entity Name	**: WUNDERMAN THOMPSON COLOMBIA SAS**
Global Identifier	: P4613582
Country	: Colombia
Relationship	: Affiliate
Operational Address	: P 2, 9 101 67 Ed Naos, Bogota, Distrito Capital
Primary Business Activity	: Service
Industry	: Professional Services - General

International

Business Entity Name	**: OGILVY & MATHER**
Global Identifier	: P2994796
Country	: Russia
Relationship	: Affiliate
Operational Address	: 8Fl Lesnaya Plaza Business Centre 4 Lesnoy 4-y Ln, Moscow 125047
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY & MATHER (HONG KONG) PRIVATE LTD**
Global Identifier	: P0321437
Country	: Hong Kong
Relationship	: Affiliate
Operational Address	: 23Fl The Center 99 Queen's Rd, Central, Hong Kong
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY & MATHER (PHILIPPINES) INC**
Global Identifier	: P0055828
Country	: Philippines
Relationship	: Affiliate
Operational Address	: 15Fl Philamlife Tower 8767 Ayala Ave Cnr Paseo de Roxas, Ayala-Paseo De Roxas, Makati, NCR 1226
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY & MATHER (TAIWAN) CO LTD**
Global Identifier	: 31536653
Country	: Taiwan
Relationship	: Affiliate
Operational Address	: 3Fl, 89 Sung Jen Rd, Hsin-i Dist, Taipei City 110
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY & MATHER (VIETNAM) LTD**
Global Identifier	: P2991108
Country	: Vietnam
Relationship	: Affiliate

Operational Address	: 12Fl Centec Tower 72-74 Nguyen Thi Minh Khai St, District 3, Ho Chi Minh
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY & MATHER GROUP (HOLDINGS) LTD**
Global Identifier	: P3081820
Country	: United Kingdom
Relationship	: Affiliate
Operational Address	: 10 Cabot Square, Canary Wharf, London E144QB
Primary Business Activity	: Service
Industry	: Financial Services - General

Business Entity Name	**: OGILVY & MATHER GROUP LTD**
Global Identifier	: P4613995
Country	: Ireland
Relationship	: Affiliate
Operational Address	: 6 Ely Place, Dublin 2
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY & MATHER KOREA LTD**
Global Identifier	: P2832068
Country	: Korea, South (Republic of Korea)
Relationship	: Affiliate
Operational Address	: JS Tower 507 Samseong-ro, Kangnam-gu, Seoul 135877
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY & MATHER LTD**
Global Identifier	: P2995982
Country	: Ireland
Relationship	: Affiliate
Operational Address	: 6 Ely Place, Dublin 2
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY & MATHER PAKISTAN PVT LTD**
Global Identifier	: P2094584
Country	: Pakistan
Relationship	: Affiliate
Operational Address	: 94 Jinnah Cooperative Housing Society Block 7 & 8 Tipu Sultan Rd, Karachi, Sindh
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY & MATHER PVT LTD**
Global Identifier	: P0393958
Country	: India
Relationship	: Affiliate
Operational Address	: 3Fl Trade World - Kamala Mills Compound Senapati Bapat Marg, Lower Parel, Mumbai (Bombay), Maharashtra 400013
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY & MATHER SA**
Global Identifier	: P4086297
Country	: Mexico
Relationship	: Affiliate
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY & MATHER SPA**
Global Identifier	: P1129382
Country	: Italy
Relationship	: Affiliate
Operational Address	: Viale Vincenzo Lancetti 29, Milano, Milano (MI) 20158
Industry	: Not Applicable

Business Entity Name	**: OGILVY & MATHER VENTURE CO LTD**
Global Identifier	: P0850039
Country	: USA
Relationship	: Affiliate
Operational Address	: 636, 11th Ave, New York, New York 10036
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY & MATHER WORLDWIDE INC**
Global Identifier	: T0001338
Country	: USA
Relationship	: Affiliate
Operational Address	: Worldwide Plaza 309 West 49th St, New York, New York 10019
Primary Business Activity	: Service
Industry	: Professional Services - General

Business Entity Name	**: OGILVY GROUP LLC, THE**
Global Identifier	: P3246829
Country	: USA
Relationship	: Affiliate

Business Entity Name	**: WPP JUBILEE LTD**
Global Identifier	: P3532147
Country	: United Kingdom
Relationship	: Affiliate

Operational Address : 27 Farm St, London W1J5RJ
Primary Business Activity : Service
Industry : Financial Services - General

Business Entity Name **: WPP PLC**
Global Identifier : P1318382
Country : Ireland
Relationship : Affiliate
Operational Address : 6 Ely Place, Dublin 2
Primary Business Activity : Service
Industry : Professional Services - General

SHAREHOLDERS

Total number of shareholders : 1
Total number of shares : n/a

Currency : COP - Colombian Peso

No.	Shareholders	Country	Shares		
			Number	Amount (COP)	%
1	WPP PLC	Channel Islands	n/a	n/a	100.000
Total			n/a	n/a	100.000

Today's Exchange rate : **1.00 COP** Colombian Peso = **0.000271 USD** United States Dollars

COMPANY DIRECTORS

Not available - According to the corporate statutory laws for this type of Legal Form - Category (Private Company with Limited Liability) in Colombia, there is no public disclosure of Directors.

AUDITORS

Auditor Name
DELOITTE & TOUCHE LTDA

OFFICE & FACILITIES

The following information relates to the Business Entity's office as listed above:

Name : **OGILVY & MATHER COLOMBIA SAS - CUNDINAMARCA, BOGOTA**
Primary Use : Office & Administration facilities
Address : Piso 4, 101-67 Avenida Carrera 9, Cundinamarca, Bogota
Country : Colombia

Status : Operational

STRATEGIC PARTNER/S & ALLIANCES

Group / Alliance name : WPP GROUP

Recognition Status : The WPP GROUP is NOT a registered business entity name. It appears to be an unofficial name used to collectively identify several business entities owned directly or indirectly the same owners.

The only business entities found legally registered and believed to be operating in association with this "Group" name, include the following:

#	Business Entity Name	Location
1	OGILVY & MATHER COLOMBIA SAS	Colombia
2	OGILVY & MATHER SPA	Italy
3	WPP PLC	Ireland
4	OGILVY & MATHER LTD	Ireland
5	OGILVY & MATHER GROUP LTD	Ireland
6	OGILVY & MATHER KOREA LTD	Korea, South (Republic of Korea)
7	OGILVY & MATHER PVT LTD	India
8	OGILVY & MATHER PAKISTAN PVT LTD	Pakistan
9	OGILVY & MATHER (TAIWAN) CO LTD	Taiwan
10	OGILVY & MATHER (VIETNAM) LTD	Vietnam
11	OGILVY GROUP LLC, THE	USA
12	OGILVY & MATHER WORLDWIDE INC	USA
13	OGILVY & MATHER VENTURE CO LTD	USA
14	OGILVY & MATHER	Russia
15	OGILVY & MATHER GROUP (HOLDINGS) LTD	United Kingdom
16	WPP JUBILEE LTD	United Kingdom
17	OGILVY & MATHER (PHILIPPINES) INC	Philippines
18	HOGARTH COLOMBIA SAS	Colombia

19	MEDIACOM SAS	Colombia
20	WAVEMAKER COLOMBIA SAS	Colombia
21	WPP BOLIVAR SAS	Colombia
22	WPP COLOMBIA SAS	Colombia
23	WUNDERMAN LTDA	Colombia
24	WUNDERMAN THOMPSON COLOMBIA SAS	Colombia
25	MINDSHARE COLOMBIA SAS	Colombia
26	COCKTAIL AMERICA SAS, THE	Colombia
27	VMLY&R COLOMBIA SAS	Colombia
28	GROUPM TRADING COLOMBIA SAS	Colombia
29	GROUPM COLOMBIA SAS	Colombia
30	GREY COLOMBIA SAS	Colombia
31	GEOMETRY GLOBAL COLOMBIA SAS	Colombia
32	BURSON COHN & WOLFE COLOMBIA SAS	Colombia
33	OGILVY & MATHER SA	Mexico
34	OGILVY & MATHER (HONG KONG) PRIVATE LTD	Hong Kong

PREVIOUS CONTACT DETAILS

Company Address : Carrera 13, 94A-26, Bogota
Telephone Number : 57-1-6516363

Company Address : AK 9 101-67 P4 Campus Empresarial Naos, Bogota, Distrito Capital

*** End of Report on OGILVY & MATHER COLOMBIA SAS ***

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