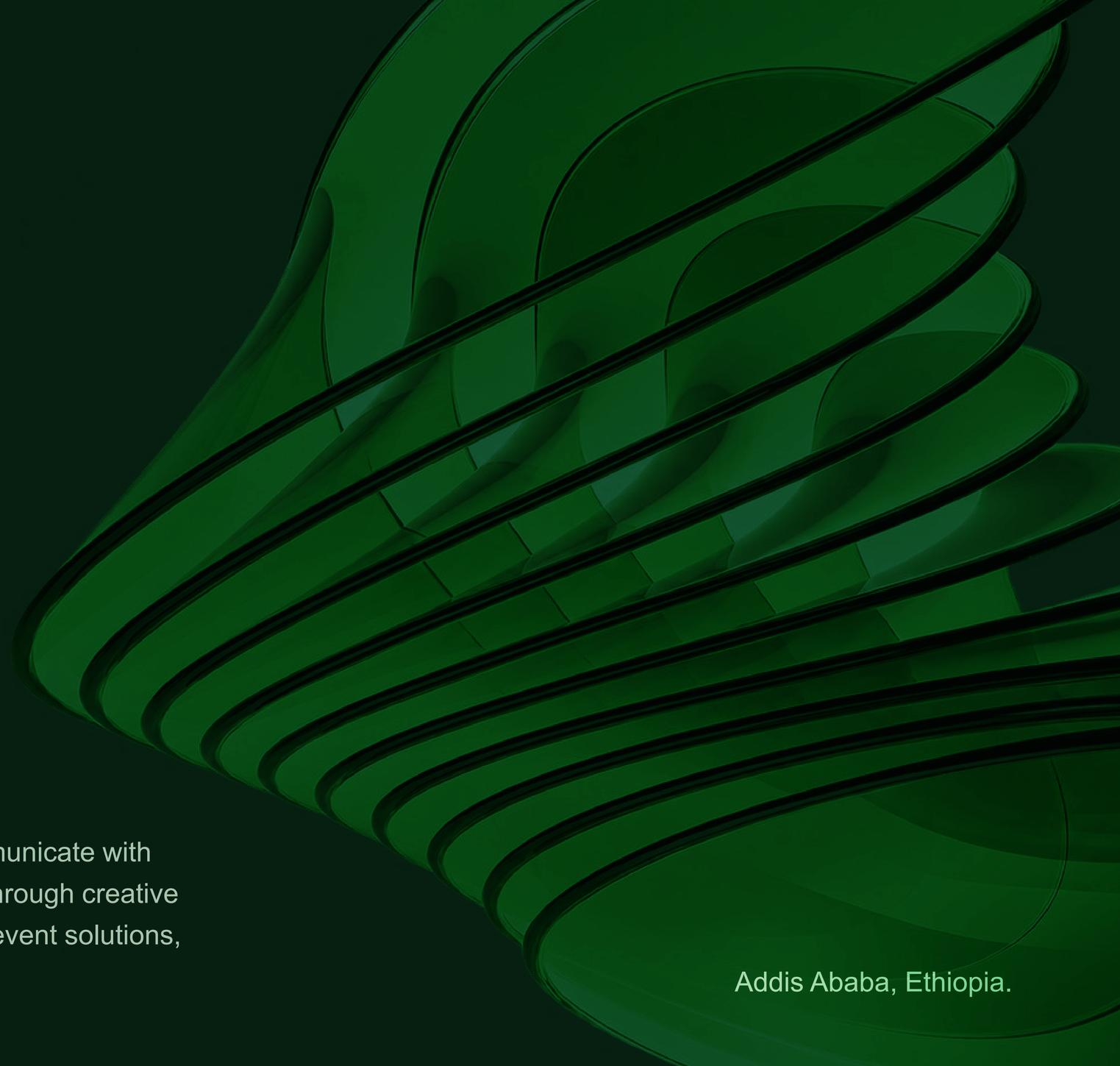
ADVERTISING PLC

COMPANY PROFILE · 2026

Elevate your Business

An integrated branding, communications and corporate solutions partner.

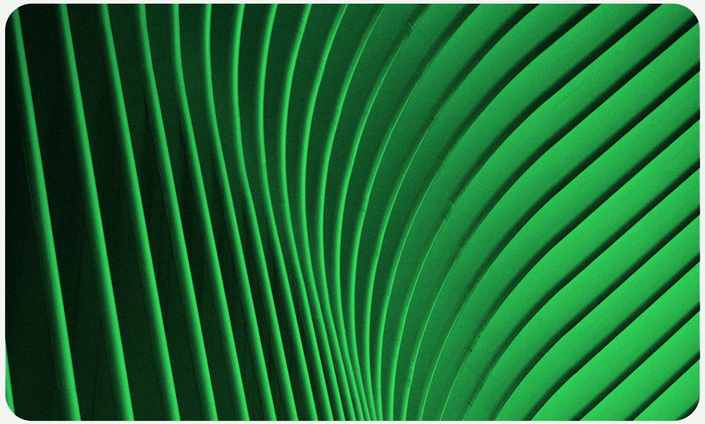
We help organizations strengthen their identity, communicate with impact, and deliver professional brand experiences through creative strategy, advertising, printing, promotional products, event solutions, and coordinated corporate supply services.



Addis Ababa, Ethiopia.

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Who we are, what we do and how we work.



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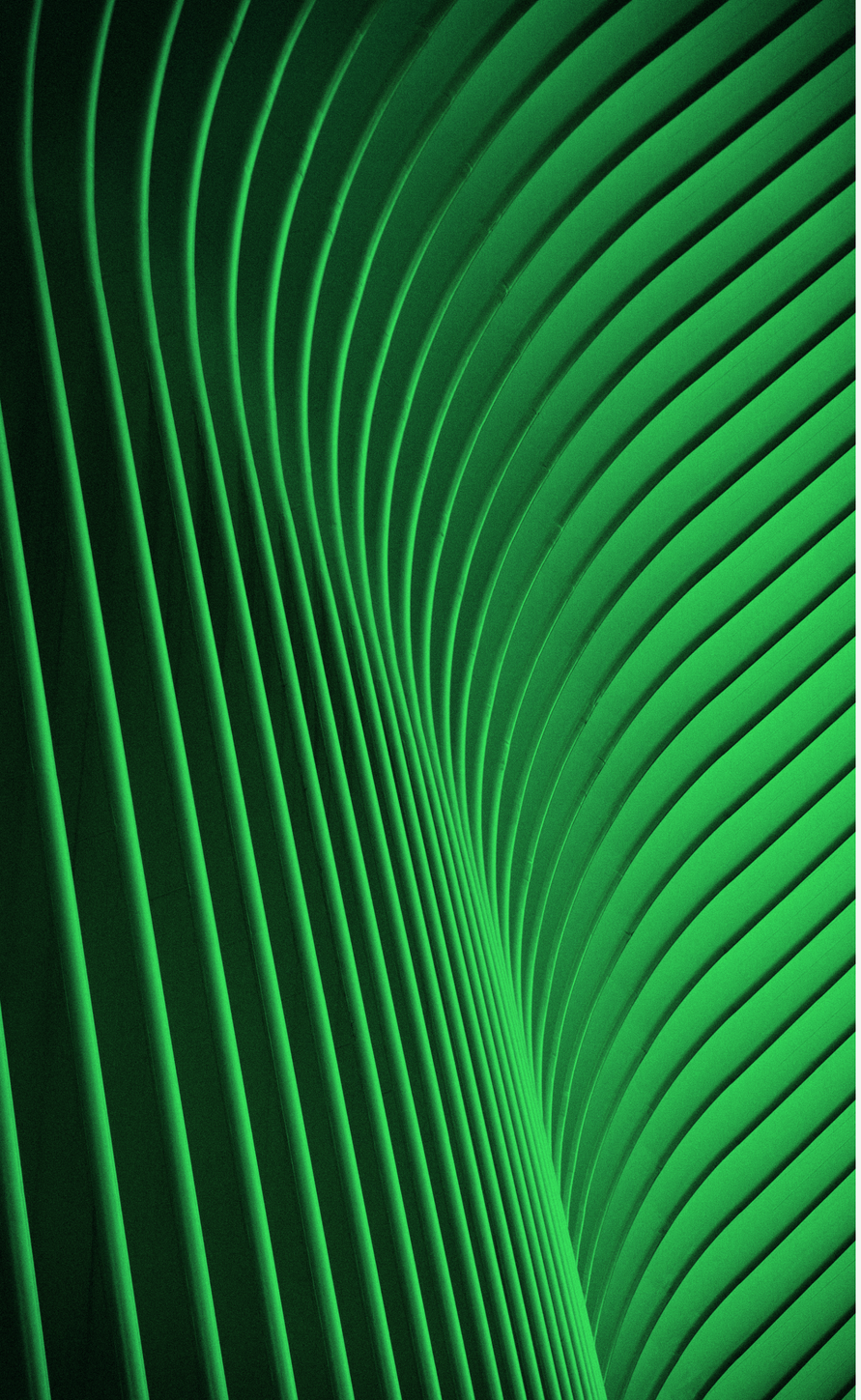
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Professional, reliable, scalable services.

An Ethiopian private limited company re-established under Ethiopian law, LARO delivers integrated solutions across advertising, branding, design, printing, promotional products, corporate supplies, events, ICT and support services.

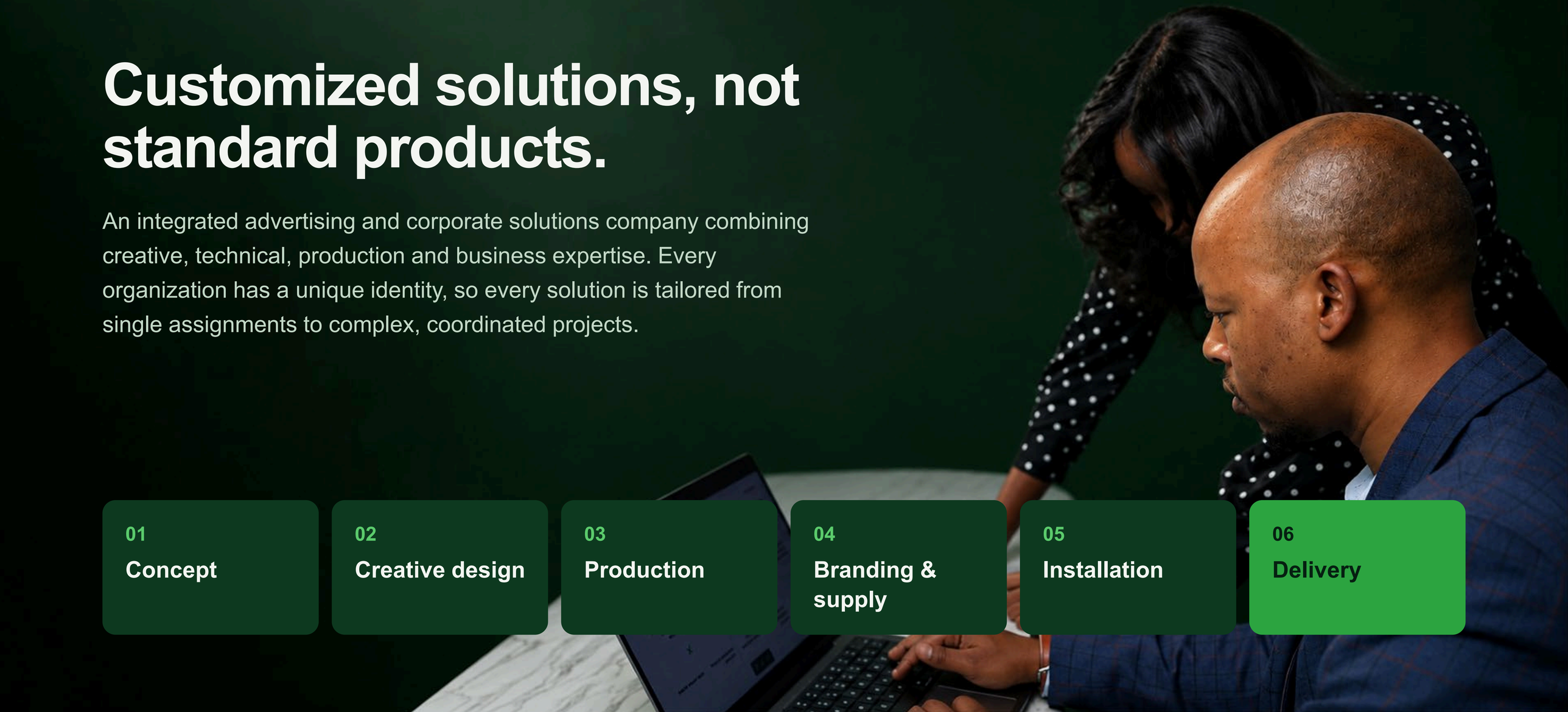
HEADQUARTERS	Addis Ababa, Ethiopia
WE SERVE	Public institutions, development partners and private-sector organizations

OUR OBJECTIVE

Practical, high-quality solutions that enhance brand visibility, communication and institutional effectiveness.

Customized solutions, not standard products.

An integrated advertising and corporate solutions company combining creative, technical, production and business expertise. Every organization has a unique identity, so every solution is tailored from single assignments to complex, coordinated projects.



01 **Concept**

02 **Creative design**

03 **Production**

04 **Branding & supply**

05 **Installation**

06 **Delivery**

Our services

Ten service areas under one roof, from concept and design to production, installation and delivery.

I

Advertising & Marketing Communications

II

Branding & Corporate Identity

III

Creative Design & Commercial Printing

IV

Corporate Flags & Institutional Supplies

V

Corporate Gifts & Promotional Products

VI

Corporate Gift Boxes

VII

Event & Promotional Solutions

VIII

ICT Supply & Technical Materials

IX

Additional Support Services

X

Adey Abeba Carpet



SERVICE I

Advertising & Marketing Communications

Effective communication builds visibility, trust and engagement. We help organizations communicate their products, services, programs and identity with clarity and creativity.

Includes: Campaign development · Digital and social media marketing · Promotional and direct marketing · Public awareness campaigns · Print-media advertising



SERVICE II

Branding & Corporate Identity

A strong brand creates recognition, trust and consistency. We build visual identities that look professional and stay consistent across every communication and physical space.

Includes: Logo and identity design · Brand guidelines · Corporate stationery · Office and reception branding · Signage and wayfinding · Vehicle and event branding







SERVICE III

Creative Design & Commercial Printing

Our creative and production teams work together so every printed piece communicates your identity and meets professional finishing standards.

Includes: Company profiles · Annual reports · Books and magazines · Brochures and catalogues · Calendars · Business cards · Letterheads · Certificates · Roll Label Printing (Roll-to-Roll Labels) · Product labels and stickers · Packaging labels





SERVICE IV

Corporate Flags & Institutional Supplies

Premium 3D office flags bring an elegant, distinctive presence to executive offices, boardrooms, reception areas and government offices.

Includes: Premium 3D office flags · Dual table flags · Ethiopian National Flags · Corporate and institutional flags · Indoor and outdoor flags · Stands and accessories





SERVICE V

Promotional Products

Customized products that strengthen relationships and keep your brand visible, for staff, clients, events and stakeholders, with eco-friendly options.

Includes: Notebooks · Branded and bamboo pens · Bottles and mugs · USB drives · Power banks · Umbrellas · Caps, T-shirts and jackets · Tote and recycled paper bags

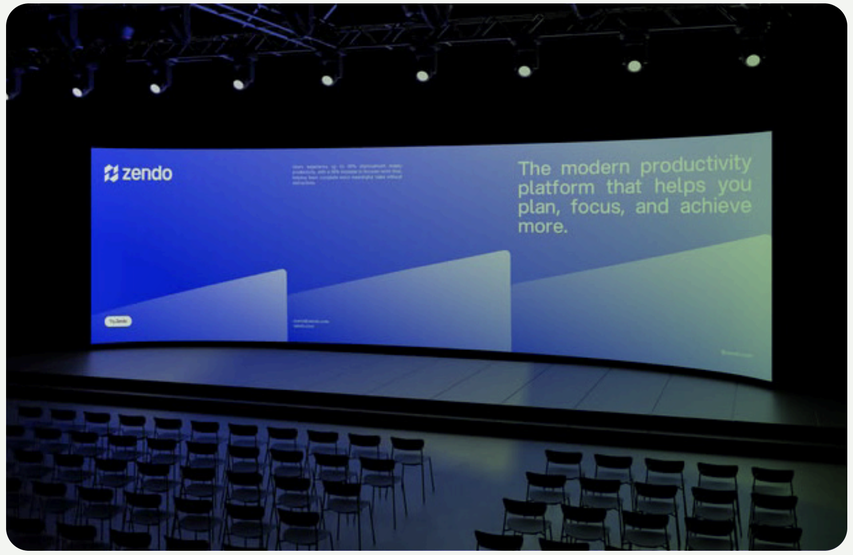


SERVICE VI

Corporate Gift Boxes

Gift packages designed around your brand identity, the occasion, the recipient, your budget and corporate requirements.

Can combine: Premium executive products · Practical everyday items · **Eco-friendly promotional items** · Branded packaging



SERVICE VII

Event & Promotional Solutions

We provide integrated event branding and production for conferences, exhibitions, launches, ceremonies, and institutional programs, creating professional, welcoming, and on-brand experiences.

Includes: Stage branding and backdrops · Roll-up banners · Exhibition displays and booths · Directional signage · VIP and protocol branding · Installation and dismantling



SERVICE VIII

ICT Supply & Technical Materials

Computers, ICT equipment and technical materials that complement our core operations and meet broader institutional supply needs.

Includes: Computers and accessories · ICT equipment and materials · Office technology products · Technical supplies



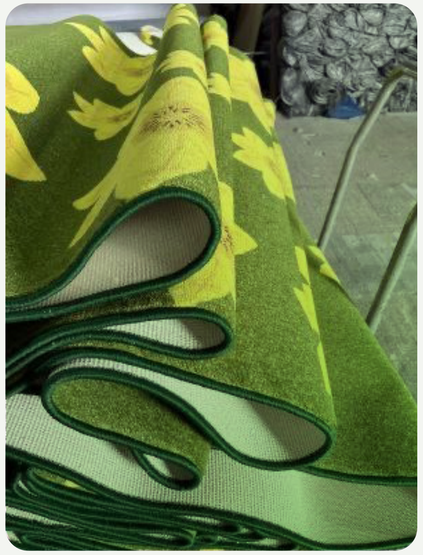
SERVICE IX

Additional Support Services

Complementary support services that keep working environments clean, professional and functional.

Includes: Gardening · Cleaning · Facility support





SERVICE X

Adey Abeba Carpet

Customized carpets made to your dimensions, identity, logo and branding, elevating offices, reception areas, events and institutional spaces.

Ideal for: Offices · Reception areas · Events · Institutional spaces




SUNVADO
Organic Avocado Oil




Why is
ETHIOPIA
the origin of so much?
?



OUR ROLE

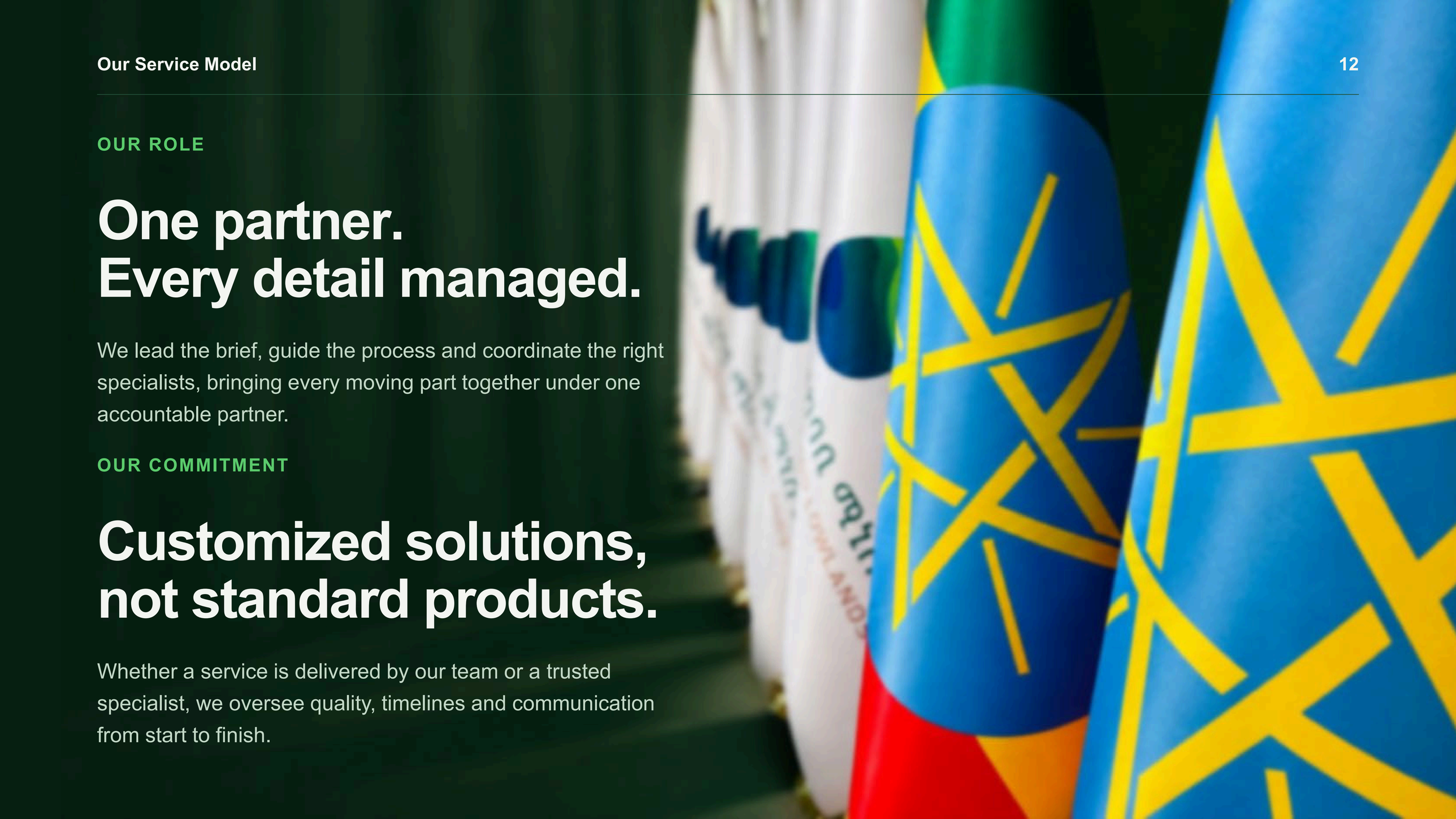
One partner. Every detail managed.

We lead the brief, guide the process and coordinate the right specialists, bringing every moving part together under one accountable partner.

OUR COMMITMENT

Customized solutions, not standard products.

Whether a service is delivered by our team or a trusted specialist, we oversee quality, timelines and communication from start to finish.



Our capabilities

Creative, technical, production, supply and project-management expertise working as one.

Creative

Concepts and designs that communicate clearly and professionally.

Production

Printing, branding, promotional products, flags and other physical materials.

Project Management

From initial requirements through production, delivery and implementation.

Supply

Corporate, promotional, ICT and technical materials.

Installation

Where required, we extend beyond production to installation and implementation.

Scalable Delivery

A multidisciplinary structure for projects of any size and complexity.

Why choose LARO

01
Professional Expertise
Creative, technical and business skills.

02
Reliability & Timeliness
On-time delivery, consistent quality.

03
Integrated Services
End-to-end, from concept to delivery.

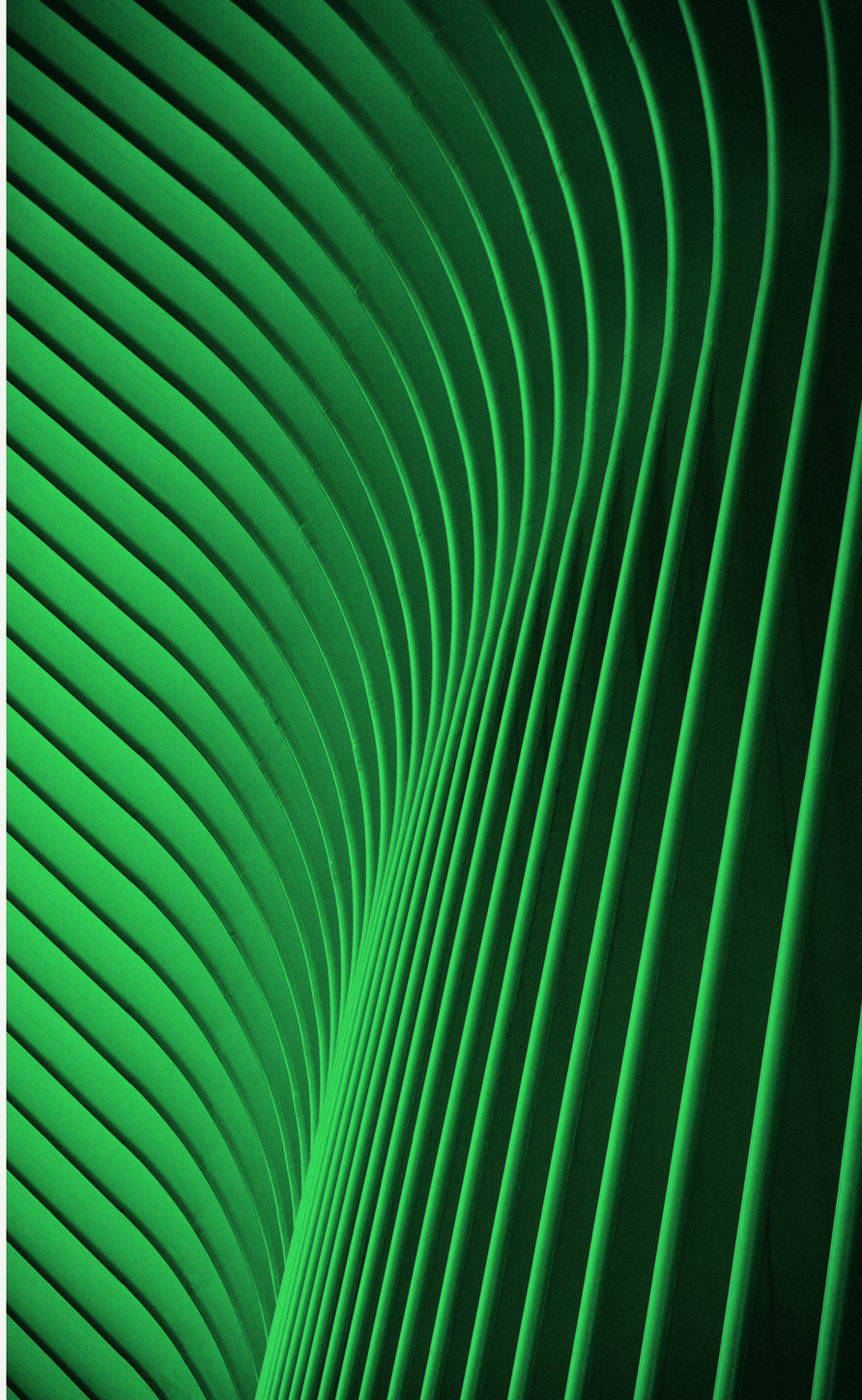
04
Client-Centric Approach
Solutions tailored to each client.

05
Quality
Professional standards, quality control.

06
Compliance & Standards
Contractual and ethical practice.

07
Scalable Solutions
From single jobs to large projects.

08
Long-Term Relationships
Built on trust and consistent service.



Every engagement is managed professionally, with every deliverable meeting the agreed requirements.

LARO Advertising PLC delivers high-quality services in compliance with applicable standards, contractual requirements and ethical business practices.

Quality control | Accountability | Transparency | Professional execution | Client satisfaction | Contractual compliance | Responsible business practices | Continuous improvement

Our approach

Five steps from the first brief to ongoing support.

01
Understand
Requirements, objectives, identity, audience and expectations.

02
Develop
Our creative and technical team shapes the right solution.

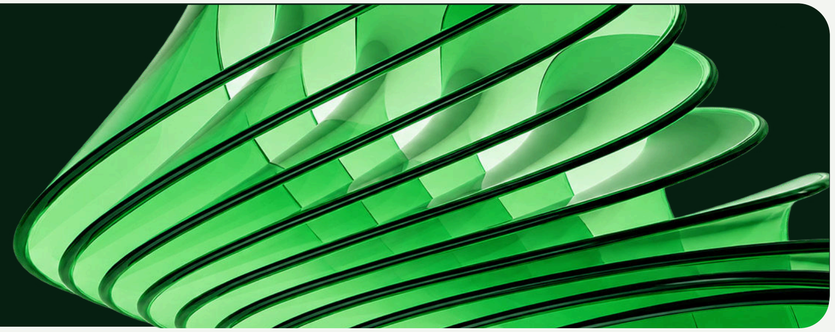
03
Produce
Quality materials, accurate specs, professional finishing.

04
Deliver
Coordinated delivery, installation and implementation.

05
Support
Responsive communication throughout the engagement.

THE RESULT

Solutions that are visually strong, practical and aligned with each client’s objectives.



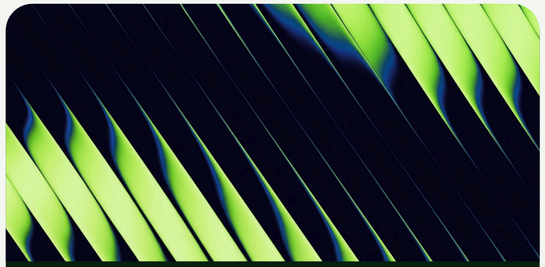
OUR MISSION

To deliver innovative, reliable, high-quality advertising, branding, printing, promotional and support solutions that enhance brand visibility and institutional effectiveness.

OUR VISION

To become a leading and trusted provider of integrated advertising, branding, communications and support services in Ethiopia and beyond.





CORE VALUES

What we stand for

Excellence

High standards in every project and every client engagement.

Integrity

Honesty, transparency, accountability and respect.

Customer Focus

Client needs and satisfaction at the center of our work.

Creativity

Innovative, practical ways to communicate ideas and strengthen brands.

Reliability

We take responsibility and deliver as promised.

Professionalism

Professional standards in communication, production and delivery.

Continuous Improvement

Always improving capabilities, products, technology and systems.

Building for the next stage

LARO Advertising PLC is strengthening its capabilities in branding, commercial printing, signage, and corporate supply services. Over the next three to five years, the company aims to expand its production capacity, improve operational efficiency, broaden its promotional product portfolio, and extend its service reach beyond Addis Ababa.

NEXT 3–5 YEARS

An integrated branding and communications provider, with operational capacity beyond Addis Ababa.

STRATEGIC PRIORITIES

01 Strengthen advertising and branding

02 Invest in advanced printing technology

03 Improve production efficiency and quality

04 Expand the promotional product portfolio

05 Strengthen corporate supply capabilities

06 Develop regional service capacity

07 Expand institutional partnerships

08 Strengthen import and distribution

09 Sustainable, large-scale project delivery

EVERY PROJECT REPRESENTS OUR CLIENT

A business card represents a company.

A corporate gift represents a relationship.

A flag represents an institution.

An event represents an organization’s professionalism.

A company profile represents its identity.



Professional | High Quality | Creative | Reliable | Timely | Consistent | Purpose-Driven

We do not simply produce advertising materials. We help organizations build visibility, professionalism and brand presence.

Trusted by selected organizations to turn brand strategy into tangible visual impact.

We partner with businesses, institutions, and brands to produce high-impact collateral, corporate gifts, and event environments that represent their core values with precision and excellence.

Ethiopian
የኢትዮጵያ

የፍትሕ ሚኒስቴር
MINISTRY OF JUSTICE

ግብርና ሚኒስቴር
MINISTRY OF AGRICULTURE

የፕላንና ልማት ሚኒስቴር
MINISTRY OF PLANNING AND DEVELOPMENT

የመስኖና ቆላማ አካባቢ ሚኒስቴር
MINISTRY OF IRRIGATION AND LOWLANDS

ESL

የኢትዮጵያ ስታቲስቲክስ አገልግሎት
ETHIOPIAN STATISTICAL SERVICE

ፌደራል ጠቅላይ ፍርድ ቤት
FEDERAL SUPREME COURT

የኢንፎርሜሽን መረብ ሠርቪስ አስተዳደር
Information Network Security Administration

MESOB
Modern Ethiopia Services for Organized Benefits

የፋይናንስ ደህንነት አገልግሎት
FINANCIAL INTELLIGENCE SERVICE

አዲስ አበባ
ቱሪዝም ኮሚሽን

የኢትዮጵያ ቀይ መስቀል ማኅበር
ETHIOPIAN RED CROSS SOCIETY

Save the Children

WORLD
RESOURCES
INSTITUTE

AFRICAN DEVELOPMENT BANK GROUP
GROUPE DE LA BANQUE AFRICAINE
DE DÉVELOPPEMENT

LARO Advertising PLC has been a valuable partner in supporting our brand strategy and communication initiatives. Their professionalism, creative approach, and commitment to brand consistency have contributed to the development of communication materials aligned with our institutional identity. We appreciate their collaborative approach and dedication to delivering quality work.

MR. DEMISSEW BENTI
Communication Director,
Ethiopian Shipping and Logistics (ESL)

LARO Advertising PLC has provided the Ethiopian Statistical Service with printing services and various signage solutions, demonstrating professionalism, responsiveness, and a commitment to quality. We appreciate their understanding of our institutional communication needs and their dedication to delivering materials aligned with our organizational identity and standards.

MR. SAFI GEMEDI
Head of Public Relations and Communications Director
Ethiopian Statistical Service (ESS)

Working with LARO Advertising PLC at Immigration and Citizenship Services reinforced how strategic branding and consistent communication elevate institutional presence. Their team thoughtfully translated our organizational needs into impactful strategies through a collaborative and committed approach, delivering a valuable experience that underscored the power of a strong brand identity.

ATO FRAOL TAFA
State Minister of Logistics

Let’s work together

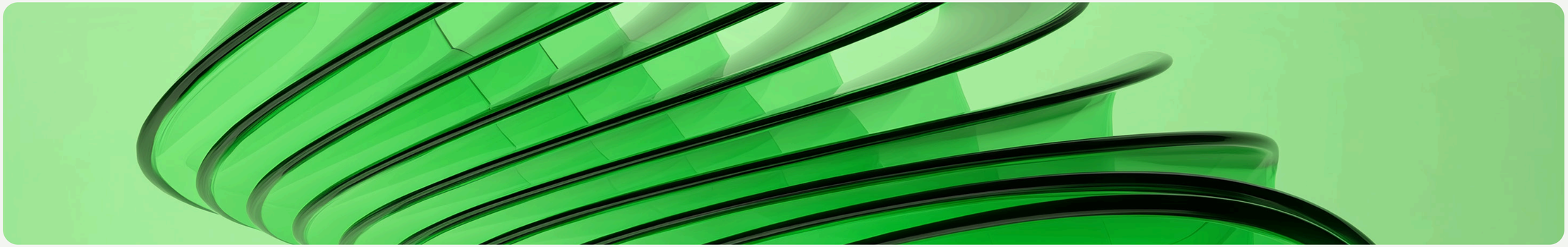
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Bole Sub-City, Woreda 03, Addis Ababa, Ethiopia

LEGAL & COMPANY INFORMATION

Item	Detail
Company name	LARO ADVERTISING PLC
Trade name	LARO ADVERTISING PLC
TIN	0087588877
Principal Registration No.	BL/AA/2/0046012/2016
Business License No.	BL/AA/14/673/4993033/2016
VAT Registration No.	23211850010



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