

Lógica

Global Giving Report
November 2025

Gasto Lógico.

Impuestos Lógicos.

País Lógico.

Fiscal Transparency Regime – Update

Situation in the Provinces

The most significant news of this period was the province of Mendoza's adhesion to the Fiscal Transparency Regime (FTR). It was a process of excellent institutional quality, in which both the local government and the opposition agreed on the projects, and the adhesion was voted unanimously. It is expected to enter into force as of January 1, 2026.

In the City of Buenos Aires, the 2026 Budget is under legislative debate, of which the Regime is part. Lógica collaborated by advising on the drafting of the bill, and its approval is expected shortly.

We carried out efforts in Salta, where three bills have already been presented.

We were also present in Córdoba, where we developed an agenda of meetings with representatives of the provincial government and with leaders of business chambers, with the aim of advancing the approval of the Regime.

Communication



Lógica

Nationwide Paid Announcement

On the occasion of the first anniversary of the enactment, on Sunday, July 27, a paid announcement from Lógica was published in the country's main newspapers showing the map with the status of the provinces regarding the RTFC. These spaces were provided free of charge, thanks to the commitment of the directors of those media outlets.

Tano Pasman

Among the communication lines we developed in this period, the most successful is the one starring Santiago "Tano" Pasman (a soccer fan who gained unexpected fame years

ago), who has very high recognition levels among the public. Tano approached Lógica in a disinterested manner, offering his collaboration to disseminate our messages. For some time, he has been developing, together with Andy Olivera (producer and actor of viral shorts on social media) and Bautista Amestoy (actor and communicator), a channel of humorous videos with remarkable audience success.



The videos we developed with them consist of different everyday consumption scenes (gas station, restaurant) in which the incidence of taxes on prices is shown with humor and irony, the importance of making them transparent, and the call for provinces to adhere.

These videos are also shown in a cinema circuit in several locations, thanks to the contribution of Filmsuez, which provides the space free of charge.



In addition, an ironic-toned campaign was implemented with a special focus on the electoral process that took place in the country. Pieces are published about two fictional candidates, with messages referring to the convenience that the lack of fiscal transparency has for the political leadership.

Media 500

The advertising company Media 500, which operates the backrests of dozens of urban bus lines in Greater Buenos Aires, renewed its commitment to Lógica by enabling a second round of ads on one hundred units of different lines. This contribution allows Lógica's messages to reach the popular sectors of the country's main urban center.

Institutional Presentations

During this period, several presentations were made to the media, civil institutions, and the general public throughout the country. On July 3, two presentations were held in Bariloche (Río Negro): one to the press and another to businessmen and other representatives of civil society.

A talk was also held with the Asociación Contribuyentes en Acción, a group of Buenos Aires neighbors organized to confront municipal tax abuses.



... An action that generated particular enthusiasm for us was the meeting with the Club de Derecho Tributario (CDT). This is a group of young students and recent graduates specializing in Tax Law from different universities. With remarkable dedication, the members of the Club carry out an intense academic agenda as well as actions to change the country's fiscal reality.

It is the intention of the CDT and Lógica to develop a common agenda.

Presentations were also made to the Executive Committee of AmCham, members of the Cámara de Autoservicios Mayoristas – CADAM, and the Rotary Club of Argentina.

One of the most important presentations was Matías Olivero Vila's speech at the IDEA Colloquium, an annual business event with great repercussions in both the media and the public agenda.

Dircoms Award

Lógica received the Dircoms Award in the Public Affairs category. The Dircoms Circle is a professional association that brings together the top corporate communication officers in the country. This award, together with the Eikon we obtained in 2024, are important recognitions of Lógica's campaigns granted by the main entities in Argentina dedicated to communication and institutional relations.

