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## **PROI Worldwide adds Wellcom to its Partnership**

*Wellcom, Largest Independent PR Agency in France joins World's Market Leading and Largest Partnership*

**PARIS, November 15:** Wellcom, France's leading and largest independent PR firm has been selected to become the French partner in the world's leading partnership of independent public relations firms, PROI Worldwide. The company's addition is part of PROI's current expansion in a number of markets around the world.

"Wellcom will continue to add to our strength within EMEA Region and worldwide," said Bob Frause, US based Global Chairman of PROI Worldwide, adding "Wellcom has a strong portfolio of clients, offers fully integrated services and has an entrepreneurial mind-set which reflects PROI Worldwide's brand."

"We had other options in France, but Wellcom was at the top of our list, as a well-renowned, multi-specialist and integrated agency," states Jean-Leopold Schuybroek, Chair of PROI Worldwide's Global and EMEA Region Development Group. "They share the same values we have within PROI Worldwide which form a critical strength of our partnership".

Created in 1981 by Thierry Wellhoff, Wellcom has emerged as the leading independent integrated communications firm in the French market. Based in Paris, the agency, which has shown significant growth over the last 7 years, positions itself as a consulting agency in "image and opinion communication". With a staff of 90 people, it had a turnover gross margin of close to US\$ 11 million (€8.2m) in 2012.

"PROI Worldwide is the largest partnership of independent agencies in the world. PROI will help our clients to develop worldwide communication," explains Thierry Wellhoff, CEO of Wellcom. "At a recent regional meeting of EMEA Partner agencies in Budapest we were impressed with the dynamism and future of the partnership and we are very honoured to be PROI Worldwide's French partner".

Wellcom constantly commits to contributing to the profession's expertise and vision via extensive research, in such areas as corporate values, and by developing new communication tools and approaches. The agency recently designed an award-winning tool named ORIGAMI System® which was recognized as "PR Service of the Year" in 2013 by the internationally recognized Sabre Awards. This proprietary approach aims at embracing all communications techniques into a single tool which helps to integrate digital into the overall complexity of communication concepts.

### **PROI Worldwide France Wellcom Profile**

Wellcom, under the umbrella "Image & Opinions" provides communication strategic consultancy, corporate and global communications, public relations, media relations and crisis communication, in addition to digital communication/web content, e-reputation, and social media strategy. The agency has been recognized nationally and internationally for its work "Excellence Certificate" for its digital operation for l'ASNAV - National association for eyesight support, recognized by the Sabre Awards in 2013. The agency is also affiliated with the French PR Association "Syntec Conseil en Relations Publics". Thierry Wellhoff was re-elected as the President of the Syntec Conseil en Relations Publics in June 2013 for a further three year period.

### **About PROI Worldwide**

PROI Worldwide is the world's largest public relations partnership of independents founded in Europe in 1970. It is represented in more than 110 cities in 50+ countries, with 64 leading independent integrated communications partner companies and more than 3,200 experienced practitioners servicing 4,400+ clients worldwide. Founded forty-three years ago, PROI Worldwide's combined fee turnover of its partners exceeds US\$425m., positioning PROI Worldwide as one of the world's largest communications companies.