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M2.O Communications joins PROI Worldwide Partnership

Adding expertise in stakeholder management and digital in ASEAN Region

New York: M2.O Communications, a leading and rapidly growing communications agency in the Philippines has become a PROI Worldwide Partner Agency, joining more than 65 leading PROI Partner agencies whose combined 2013 net fee income of US\$ 525 million rated them the 5th largest communications conglomerate of independents in the world.

“M2.O adds an important market and strengthens our position in ASEAN, augmenting our existing offices in the region and adding expertise in stakeholder management and digital communications,” said Andreas Fischer Appelt, Global Chairman of PROI Worldwide, adding “We will continue to grow in ASEAN over the next six months as the Region represents some of the world’s largest population centres and growing economies.”

According to Doy A. Roque, Founder and Managing Director of M2.O Communications, “Joining PROI Worldwide gives us the opportunity to learn from the experiences of an amazing array of partners in markets that are vastly different from the Philippines.” In the same vein, we can’t wait to share the insights gathered from the winding road that has been our journey as a PR agency these past 10 years.”

About M2.O Communications

M2.O Communications is a Philippine PR firm that specializes in business, technology and lifestyle communication, with emphasis on media relations, stakeholder management and digital communication. Founded in 2003, M2.O has rapidly expanded in the last 10 years, growing from a one-man company to a team of more than 30 specialists today.

About PROI Worldwide

PROI Worldwide is the world’s largest partnership of integrated independent communications agencies founded in Europe in 1970. It is represented in more than 110 cities on all continents by 65+ leading independent integrated communications partner companies. Its more than 4,000 experienced staff serve 4,400+ clients worldwide. Founded forty-four years ago, PROI Worldwide’s combined fee turnover exceeds US\$525m., making it the world’s 5th largest communications partnership. On twitter and facebook @proiworldwide.