



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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PROI-MAHOGANY CONSULT ADDED TO GLOBAL COMMUNICATIONS LEADER

Accra location first to serve West African markets for PROI Worldwide

ACCRA: As part of a continued aggressive continuing expansion of its footprint on the African Continent, PROI Worldwide, the world's largest partnership of independent integrated communications agencies has added PROI-Mahogany Consult in Ghana to its partnership. PROI Worldwide, with 2014 net fee income exceeding US\$615 million, is rated as the fifth largest communications company among global holding groups. PROI Worldwide's expansion in Ghana comes a week after opening a PROI Worldwide office in Kenya.

"Our office in Ghana will enable us to serve local, regional and global clients in West Africa," said Andreas Fischer Appelt, PROI Worldwide's Global Chairman. "Combined with our offices in South, East and North Africa and offices in Egypt and The Middle East, PROI Worldwide has a strong offering on this important Continent."

"We are excited to be part of PROI Worldwide," said Esi Essuman-Johnson, Principal Consultant and an owner of PROI-Mahogany Consult. "As a young growth oriented agency we view the opportunity of becoming part of PROI Worldwide as an endorsement of our capabilities and capacity to deliver both local and international communications projects," added Essuman-Johnson. "Being part of PROI also makes Ghana more visible to the world and showcases the country as a growing hub for business and definitely PR Practice."

PROI-Mahogany Consult is a Public Relations, Events and Human Development consultancy whose aim is to add value to their clients' business by facilitating and improving communication between clients and their varied stakeholders. "We also create and implement strategic public relations initiatives and media and events programs to support corporate strategy to meet business objectives," commented Essuman-Johnson. The Agency has experience across a wide range of industry sectors with a particular focus on the financial, Not-for-profit, Fast Moving Consumer Goods companies (FMCGs) and the Healthcare sectors.

About PROI Worldwide

PROI Worldwide was founded in Europe in 1970 and is the world's oldest and largest partnership of independently owned PR and marketing agencies and is ranked fifth largest among global holdings companies and third largest among multi-national communications companies by leading industry analysts, PROI Worldwide has more than 4,850 clients, 4,400 staff and 100+ offices in 50 countries on six continents, PROI agencies are the leading independents in markets from London, Paris, New York, San Francisco, Hong Kong, Frankfurt and Tokyo to Beijing, Brussels, Mumbai, Los Angeles and Sao Paolo. PROI Worldwide builds reputations and shapes opinions using customized programs which combine geographical and business practice expertise and a broad range of services to support clients whose needs stretch across borders and continents. PROI Worldwide Partners are business leaders and entrepreneurs who understand the demands facing clients and the importance of return on investment and they combine their local knowledge to deliver global results.