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PROI WORLDWIDE LEADER IN M&A DEALS IN ASIA-PACIFIC

Partnership's APAC Agencies advised on 32 deals in 2015, up 10%

PROI Worldwide Agencies in Asia-Pacific Region shared first place based on the number of deals it advised on for the 2015 calendar year, with a total of 32 deals according to the 2015 Global and Regional PR League Tables published by Mergermarket, the industry source for M&A intelligence around the world.

PROI Agencies, which include Citadel-MAGNUS in Australia, Strategic Public Relations Group in Hong Kong and Adfactors PR in India, increased their combined number of deals in 2015 by 10% over 2014, reflecting that M&A deals are on the rise. PROI shared first place with Brunswick Group which also reported 32 deals.

"This reflects the strength and positioning that we have in capital market communications in APAC region," says Madan Bahal, Vice-Chairman, PROI Worldwide for APAC Region and Managing Director of Adfactors PR, India's largest public relations firm. "Heightened M&A activity in the Asia-Pacific region reflects the growing complexity of doing business in the region. Corporations are devising M&A strategies to divest themselves of non-core assets and realign their balance sheets when money is no longer cheap. These are interesting times to tell the world a story of Asia Rising." he added.

PROI's local knowledge and capability is an asset which helps it compete with global competitors as it manages the complex communication demands of takeovers and IPOs. In Australia, "Citadel-MAGNUS saw strong cross-border deal flow in 2015 with US companies in particular actively seeking expansion into high-potential ASX listed companies helped by a favourable Australian dollar," according to Executive Chairman of Citadel-MAGNUS, Martin DeBelle whose Agency advised on 19, up from 15 in 2014, deals.

"We are optimistic about the M&A climate in the region, as we saw significant growth, both by deal counts and values, in Hong Kong and China in 2015", comments Richard Tsang, Chairman of SPRG. "Given that M&As allow companies to expand, reorganize and gain market shares; we are confident that such activities will remain active in the APAC region."

With the largest network of dedicated M&A journalists and analysts, Mergermarket offers the most comprehensive M&A intelligence service with reporters based in 65 locations across the Americas, Europe, Asia-Pacific, the Middle East and Africa.

PROI Worldwide, the world's largest partnership of integrated independent communications agencies founded in Europe in 1970 has offices in more than 110 cities in 50+ countries, with 75 leading independent integrated communications partner companies and more than 4,400 experienced staff servicing 4,850+ clients worldwide. PROI Worldwide's combined fee turnover exceeds US\$615m., positions it as the 5th largest partnership in the world by net fee income.