



LOCAL INTELLIGENCE. GLOBAL IMPACT.

For further information:

Andreas Fischer Appelt

Global Chairman
PROI Worldwide
afa@fischerappelt.de

Allard W. van Veen

Global Managing Director
PROI Worldwide
avv@proi.com

PROI WORLDWIDE PARTNERSHIP REPORTS 14% GROWTH IN 2015

World's largest and Leading Partnership records US\$702,768,184 in fee revenue working for 6,319 clients

The world's leading partnership of independent integrated communications agencies announced a 14% increase in net fee billings in 2015 after reporting more than 17% growth in 2014. PROI Worldwide's 75 Agencies reported consolidated revenue of US\$ 702,768,184, earned serving a total of 6,319 clients, an increase of 30% over 2014.

"PROI Worldwide Agencies benefited from increased demand in public relations, reputation management and content marketing," said Andreas Fischer Appelt, Global Chairman, PROI Worldwide, adding "in addition our local, regional, national and international clients continue to place their confidence in PROI Worldwide's locally based expertise as their needs grow in response to a cautious economic upturn in a number of our markets in each of our three Regions."

PROI Worldwide finished 2015 with total staff of 5,049, up 12.7% over 2014. The largest global partnership of integrated communications agencies maintains 2,018 staff in EMEA Region, 1,713 in The Americas and 1,308 in Asia-Pacific Region.

"Our partners referred a record 348 client projects among their offices," stated Allard W. van Veen, Global Managing Director and a Founding Partner of PROI Worldwide which was established in Europe in 1970. He added that EMEA Region reported growth of 21.9%, The Americas 12.2% and Asia Pacific Region reported 10.18% growth.

PROI Worldwide Partner Agencies continue to lead independents globally as well as most of the centrally controlled multi-national agencies. "This reconfirms that clients place a high value on, and see the benefits of, retaining a locally owned Agency and staff," added Fischer Appelt. He added that the excellence of locally based strategic advice and the quality of projects undertaken by PROI Worldwide Partner Agencies is reflected by the more than 290 projects undertaken which won recognition in 2015 when judged by various industry award schemes.

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 5,000 staff servicing 6,300+ clients worldwide. PROI Worldwide's combined fee turnover exceeds US\$702m., positioned it as the 5th largest partnership in the world by net fee income.