



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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PROI WORLDWIDE ADDS FILTERED MEDIA IN AUSTRALIA

Addition of Sydney based Agency strengthens PROI's Australian presence to 4 Agencies

NEW YORK: Rapidly growing marketing communications agency Filtered Media in Sydney, Australia has become the latest partner of PROI Worldwide, the leading global partnership of independent communications agencies. With 75 agencies across five continents, PROI Worldwide is the world's largest partnership with more than 5,000 staff servicing 6,300+ clients worldwide and 2015 net fee income of US\$ 702+ million.

"Filtered Media is a dynamic agency experiencing impressive and sustained growth," said Hong Kong based Richard Tsang, Global Chairman, PROI Worldwide. "Their clients understand the advantage of working with an integrated brand storytelling agency with such a strong heritage in public relations. Filtered Media's partnership in PROI will allow their clients to communicate brand stories around the world," added Tsang.

"We're excited to be part of the PROI Worldwide partnership. The ability to collaborate with like-minded professionals around the world is exciting for our staff, and us as business leaders. Research tells us marketers are looking for even greater capabilities as the worlds of PR, content, social, and events continue to coalesce around the unifying power of great storytelling," said Mark Jones, chief storyteller of Filtered Media and co-founder along with Heather Jones.

"We believe if you're not learning, you're not growing. Filtered Media is pioneering an integrated approach to brand storytelling in Australia so we're looking forward to working with our international peers in PROI who may be further along in the journey, to see how we might learn, collaborate and all grow together," said Heather Jones, Managing Director and co-founder of Filtered Media.

"Filtered Media will reinforce PROI Worldwide's strong global position known for delivering creative and integrated solutions for our clients," said Allard W. van Veen, Founding Partner and Global Managing Director of PROI Worldwide.

PROI Worldwide now has four agencies in Australia, located in Sydney and Melbourne, and plans to add a fifth agency in Brisbane in the near future. "We have a strong Australian presence in financial and investor relations, corporate, health, consumer, technology and public affairs," added van Veen.

About Filtered Media

Founded by Heather Jones and Mark Jones in 2007, Filtered Media is Sydney's premier storytelling agency, integrating content marketing, PR and video production. Filtered Media partners with established, respected brands like Telstra, Coca-Cola, Vitamix, Adobe and NEC to help tell their stories, brilliantly.

The Filtered Media team of 25 professionals is known for its expertise in Health & Wellness, Consumer, Finance and IT marketing. www.filteredmedia.com.au

About PROI Worldwide

PROI Worldwide, the world's largest partnership of integrated independent communications agencies, was founded in Europe in 1970 and has offices in more than 110 cities in 50+ countries. With 75 agencies across five continents, PROI Worldwide is the 6th largest communications partnership in the world with more than 5,000 staff servicing 6,300+ clients worldwide and 2015 net fee income of US\$ 702+ million.