



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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KENYA BASED LEVANter AFRICA BECOMES PROI WORLDWIDE AGENCY IN EAST AFRICA

Part of major expansion by PROI Worldwide in Africa and Middle East

NAIROBI: To increase its presence on the African Continent, PROI Worldwide has added Levanter Africa in Kenya to its partnership, augmenting existing operations in South Africa, Morocco and Egypt. The world's largest partnership of independent integrated communications agencies' net fee income exceeds US\$615 million.

"Africa is a very important growth market and we are moving quickly to further establish and secure our position," said Andreas Fischer Appelt, the German based Global Chairman of PROI Worldwide. "We realize we cannot have offices in every country so we are expanding strategically by focussing on major centres which will act as hubs for client servicing."

"There is sustained interest in Africa by PROI's international clients and several of our regional clients are building global distribution and supply chains," stated Janet Kimani, Managing Director, PROI-Levanter Africa, adding "We are delighted to be in partnership with 75 like-minded entrepreneurial integrated communications companies to deliver global impact."

"By focussing on South, East, West and North Africa in addition to the Middle East we will be in a strong position to meet client needs both for pan-African as well as global client initiatives," added Jean Leopold Schuybroek, Director, Global Development, PROI Worldwide. Kimani agrees saying "Astute and locally-relevant communications strategies are needed – more than ever – to cut through the complexities of African markets."

According to PROI Worldwide's Global Managing Director and a Founding Partner Allard W. van Veen "it's critical that, as we expand, we continue the PROI culture of excellence based on a strong understanding of local cultures and PROI-Levanter Africa meets that criteria."

PROI-Levanter Africa, which serves the East Africa market, advises clients on strategic communications and business development to help them grow their revenue and build their reputation. Levanter Africa's track record of helping organisations achieve measurable results is driven by strategic communications linked to outcomes with clients' stakeholders. Its client sectors include financial services, ICT, energy, health, development and government. The company won the PRSK media campaign of the year for 2014.

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 by fee income. With more than 100 offices in 50 countries on six continents, PROI agencies are the leading independents in their markets from London, Paris, New York, 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.