



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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PRIORITY COMMUNICATIONS BECOMES PROI PARTNER AGENCY
Malaysia's largest local Agency becomes part of PROI Worldwide's strong ASEAN Team

NEW YORK: Malaysia's largest local PR and communications consultancy, Priority Communications in Kuala Lumpur, is the latest leading Asia-Pacific agency to become part of PROI Worldwide, the world's largest partnership of independent agencies with 2015 net fee income of US\$ 702+ million.

"Malaysia is an important part of PROI Worldwide's ASEAN footprint and Priority Communications will be an integral part of our client services team," said Hamburg based Andreas Fischer Appelt, Global Chairman, PROI Worldwide. "Priority's broad base of expertise and experience with various client sectors will complement our existing and new PROI Agencies in Singapore, Thailand, Vietnam, The Philippines and Indonesia".

"Being part of the internationally acclaimed partnership PROI Worldwide allows us to extend our reach, increase our connections, push new boundaries, and share resources and best practices with like-minded independent agencies from around the world that have solid track records, deep expertise in various fields of marketing and communications and the highest levels of commitment to service excellence," said Elaine Chuah, Executive Director of Priority Communications. She added that Priority provides communications consulting services to multinational and local clients in the technology, lifestyle luxury, travel, financial services and corporate sectors and has organically grown to become the largest local consultancy in Malaysia".

"As the company celebrates its 20th anniversary in Malaysia, Priority believes there are tremendous growth opportunities in the evolving communications landscape, and we look forward to working collaboratively with our partner agencies around the world and scaling new heights with PROI".

PROI Worldwide Founding Partner and Managing Director Allard van Veen added "Priority's position in their market reinforces our global positioning as the partnership of not only the largest but the foremost agencies in the world".

Priority was appointed as a Malaysian Partner after meetings between Malaysian communications agencies and Jean Leopold Schuybroek, PROI Worldwide's Director, Global Development and past President of ICCO and Doy Rogue, PROI's Partner and President and CEO of M2.0 Communications in The Philippines.

About Priority Communications Sdn Bhd

Priority Communications Sdn Bhd is a Malaysian PR consultancy focused on strategic communications and delivering creative campaigns and impactful results that matter most to its clients. Established in 1996, Priority is the largest local independent PR consultancy providing a full suite of services that include Strategic Media, Marketing & Corporate Communications, Crisis Communications, Issues Management, Social Media, Special Projects and Corporate Event Management. With a single-minded vision of "Building A Better Future Through Communication", Priority is one of the first agencies in Malaysia to build a Technology, Lifestyle Luxury and Corporate Practice representing the world's most renowned global brands. For more information please contact www.priority.net.my

About PROI Worldwide

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 of its partner agencies exceeds US\$702,000,000, positioning it as the 6th largest communications company in the world by net fee income.