



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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ICON.PR JOINS PROI WORLDWIDE IN AUSTRALIA

Melbourne based Agency joins strong Regional and Global PROI Worldwide Team

NEW YORK: icon.pr (Icon), one of Australia's leading integrated communications agencies, is the latest agency to be included in PROI Worldwide's global partnership of independent public relations firms. With more than 70 agencies across five continents, PROI Worldwide is the world's largest partnership of independent agencies with more than 5,000 staff servicing 6,300+ clients worldwide and 2015 net fee income of US\$ 702+ million.

"As one of Australia's most dynamic PR agencies, Icon has recently experienced tremendous growth with major new account wins and double-digit growth in existing client work," said Hong Kong based Richard Tsang, Global Chairman, PROI Worldwide. "Melbourne-based Icon adds to PROI Worldwide's already strong footprint in the Australian market and will deliver strong, integrated PR solutions and measureable outcomes for our clients," said Tsang adding "we look forward to working with their team of highly talented communication professionals."

Icon Agency Group Managing Director, Joanne Painter, said: "Being part of PROI Worldwide gives our clients access to a powerful partnership of independent agencies with expert knowledge of key issues, local policymakers and journalists who cover the action in their respective regions." Painter added "PROI Worldwide allows Icon to expand our newly-created Icon China offering while providing access to new markets, particularly across Asia-Pacific."

Icon Agency's omni-channel approach to PR, a model that combines advertising, digital and communications disciplines, has earned Icon a reputation for innovation and break-through campaigns. "Becoming part of PROI comes at a perfect time in our journey and we couldn't be happier to work with such well-recognised and awarded professionals from around the world", added Painter who looks forward to being part of PROI's strategic marketing team.

"We are honoured and thrilled to join a select number of other Australian agencies that make up PROI Worldwide and look forward to contributing to the partnership's growth in the region and globally." PROI Worldwide partner agencies work across all major industries including Icon's core disciplines: travel, tourism and leisure; financial services; property and construction; health; education; agribusiness and government.

PROI Worldwide Founding Partner and Global Managing Director Allard van Veen added "with the addition of Icon we are on target for our growth in Australia." PROI Worldwide's 16 agencies in APAC Region, with net fee income exceeding US\$ 120 million and 1,520+ staff, serve more than 1,575 clients. In Australia, PROI Worldwide agencies have offices in Perth, Melbourne, Sydney and Brisbane. "We will continue our growth in Australia and the Region" added van Veen.

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.