



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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OUT OF THE BOX PUTS PROI WORLDWIDE INTO THE PICTURE IN GREECE

Corporate and Consumer Agency extends PROI's reach in EMEA Region

NEW YORK: PROI Worldwide has opened an office in Greece by adding Out of the Box, an agency which offers full service integrated communications, to its partnership in its EMEA Region. Out of the Box seamlessly merges traditional offline practices with newer, digital disciplines to optimally serve corporate and consumer brands in a competitive and changing environment. The additional revenue from its operations will further increase PROI Worldwide's global fee income which stood at US\$ 615 million in 2014 making it the world's largest partnership of independent integrated communications companies.

"Even though Greece is a challenging market, we needed to be present," said Andreas Fischer Appelt, Global Chairman, PROI Worldwide and Managing Director of fischerAppelt, a leading German communications group. He added that "Out of the Box is a great fit for us given how they have integrated all aspects of communications into their offering,".

"The significance of joining the PROI network at this time when our country's economy is at a pivotal point facing unprecedented challenges, is greater than ever," said Dimitris Roulias and Marina Leonidhopoulos, Joint Managing Partners, Out of the Box, adding "we firmly believe that in the given circumstances the only way forward is an extrovert approach to business, sharing knowledge and experience with best-of-breed agencies and colleagues from around the world. We are looking forward to taking advantage of PROI Worldwide's unique international leverage and offering our Greek clients access to the resources of this top-class global partnership"

Out of the Box offers a balanced mix of senior management involvement with skilled mid and lower level execution, supplemented by topical expertise from a network of specialized consultants.

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 110 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.