



FOR IMMEDIATE RELEASE

## PROI Worldwide Welcomes The PHA Group in the UK, Strengthening its Presence in Europe and North America

Chicago, Illinois, USA: April 8, 2026 – PROI Worldwide, the world’s largest partnership of independent communications agencies, today announced the addition of The PHA Group Ltd, a top 30 independent UK PR agency, headquartered in London. This strategic partnership significantly enhances PROI’s consumer brand capabilities in the United Kingdom and strengthens its integrated communications offer across Europe.

The PHA Group is an 80-person earned first integrated communications agency, founded 21-years ago, with offices in London, Manchester and Leeds, as well as Boston and New York in the United States. PHA builds, grows and protects brands and reputations for consumer, corporate, technology, B2B and healthcare clients through agile, multi-disciplinary teams working across earned, social, digital and paid media.

“PHA’s earned first integrated approach, strong strategic leadership and impressive footprint make them an exceptional addition to PROI,” said Angela Scaffidi, Global Chair of PROI Worldwide. “Their commitment to innovation — particularly in AI-driven communications and Generative Engine Optimisation — aligns perfectly with our network’s focus on collaboration, forward-thinking solutions and delivering measurable impact for international clients.”

PHA offers a full suite of services including influencer relations, media relations, digital production, research and analytics, and social media management. In 2025, the agency launched its Generative Engine Optimisation (GEO) service and expanded its proprietary PHA AI Stack, positioning the firm at the forefront of AI-enabled communications strategy.

The agency’s client portfolio includes OMODA & JAECOO UK, Numan, HCA Healthcare UK, Virgin Experience Days and Conair Group. Recent accolades include recognition at The Drum Awards, EVIEs, the E-Mobility Awards and the Sports Business Awards.

Paul McCaffrey, EVP, Integrated Campaigns, who will represent PHA within PROI, commented: “Joining PROI Worldwide allows us to be part of a global community that delivers outstanding work for international clients and supports mutual growth. We look forward to collaborating with like-minded independent agencies, sharing expertise, and bringing our earned first integrated model to multinational opportunities across the network.”

### About PROI Worldwide:

PROI Worldwide is a global network of entrepreneurial communications agencies, representing combined revenues exceeding US\$1.108 billion. With 90 partners in 65 countries and over 9,100 employees, PROI Worldwide harnesses the collective power of the world’s leading communications firms, providing clients with local expertise and global reach.

About The PHA Group Ltd:

Founded in 2005 and headquartered in London, The PHA Group is an earned first integrated communications agency with offices in Manchester, Leeds, Boston and New York. The agency builds, grows and protects brands and reputations through strategy-led campaigns delivered across earned, social, digital and paid media, underpinned by innovative AI-driven solutions and creative excellence.

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