



FOR IMMEDIATE RELEASE

PROI Worldwide Welcomes PR ONE in Korea, Strengthening its Presence in Asia

Chicago, Illinois, USA: January 22, 2026 – PROI Worldwide, the world's largest partnership of independent communications agencies, today announced the addition of PR ONE, a leading public relations firm based in Seoul, South Korea. This strategic partnership significantly enhances PROI's capabilities in the vital Korean market and expands its presence across Asia.

Founded in 2006, PR ONE has established itself as a premier agency known for its strategic communications, strong media relations, and expertise in navigating Korea's unique cultural and business landscape. With a team of over 200 dedicated professionals, PR ONE delivers impactful campaigns across various sectors, including technology, consumer goods, healthcare, and finance, serving both multinational corporations and leading local brands. The agency uses data & tech to create deep insights for its clients.

"PR ONE's deep understanding of the Korean market, coupled with their innovative approach to communications, makes them an invaluable addition to our global network," said Angela Scaffidi, Global Chair of PROI Worldwide. "Their proven track record of delivering impactful results and their commitment to client success align perfectly with PROI's values, and we are thrilled to welcome them."

PR ONE offers a comprehensive suite of services, including corporate communications, brand PR, media relations, crisis management, digital PR, public affairs, and influencer engagement. The agency is renowned for its ability to craft compelling narratives and execute integrated campaigns that resonate with Korean audiences and drive measurable business outcomes.

David Ahn, Vice President of PR ONE, commented, "Joining PROI Worldwide is a significant milestone for PR ONE. This partnership provides us with an incredible opportunity to collaborate with leading independent agencies from around the globe, sharing knowledge and expanding our capabilities internationally. We are excited to offer our clients enhanced global reach and insights, while also contributing our deep expertise in the dynamic Korean market to the PROI 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 PR ONE:

PR ONE is a full-service public relations agency based in Seoul, South Korea. Founded in 2006, the agency specializes in corporate communications, brand PR, media relations, crisis management, and digital engagement, helping clients effectively connect with stakeholders and achieve their business objectives in the Korean market.



<p>David Ahn, Vice President PR One Korea david.ahn@prone.co.kr</p>	<p>Nicola Nel, Global Managing Director PROI Worldwide nnel@roi.com</p>	<p>Angela Scaffidi, Managing Partner, SenateSHJ, Global Chair of PROI Worldwide angela@senateshj.com.au</p>
--	---	---