FOR IMMEDIATE RELEASE

PROI Worldwide strengthen its presence in Southeast Asia with the strategic addition of Pioneer in Vietnam

Chicago, Illinois, USA: Febraury 4, 2026 – PROI Worldwide, the world's largest partnership of independent communications agencies, today announced the addition of Pioneer, a leading marketing and public affairs firm based in Vietnam. This strategic partnership significantly enhances PROI's capabilities in the dynamic Vietnamese market and expands its robust network across Southeast Asia.

Established in 2004, Pioneer has grown to become a trusted partner for multinational companies seeking to navigate and succeed in Vietnam's complex business and policy landscape. Headquartered in Hanoi with teams in Ho Chi Minh City and Singapore, Pioneer specializes in market entry strategies, public affairs and reputation management, offering comprehensive communications and public affairs guidance and support to clients.

"Pioneer 's deep understanding of the Vietnamese market, coupled with their expertise in public affairs and market entry strategies, makes them an invaluable addition to our global network," said Angela Scaffidi, Global Chair of PROI Worldwide. "Their proven ability to deliver strategic counsel and impactful campaigns, especially for multinational clients, aligns perfectly with PROI's commitment to excellence and innovation."

Pioneer offers a full suite of integrated communication services, including marketing, strategic communications, media relations, digital engagement, event management, issues communication and policy advocacy. The agency has a strong track record of helping clients to build influence and protect their reputations, and to achieve sustainable success in one of Asia's most dynamic markets. They count global corporations such as Ethihad Airways, Mambu, McKinsey, Qatar Airways, Swire Coca-Cola Beverages Vietnam, Sherwin-Williams, and Traveloka among their clientele.

Arthur Do, CEO and founder of Pioneer, commented, "Joining PROI Worldwide is a pivotal moment for our agency. Vietnam's ambitious goal to become a high-income country by 2045 creates significant opportunities for foreign investors and multinational corporations, and we see our growth increasingly coming from partnering with global companies. This partnership with PROI will allow us to amplify our local strengths with the network's global bridge, gaining access to international best practices, shared expertise, and collaboration opportunities. We look forward to delivering world-class work across Vietnam and ASEAN, learning from our peers, and ultimately better supporting our multinational clients."

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 Pioneer: Pioneer is a leading marketing and public affairs agency established in 2005, headquartered in Hanoi with teams in Ho Chi Minh City, Vietnam, and Singapore. The agency specializes in providing strategic communications, market entry strategies, public affairs, and reputation management services to multinational companies, helping them navigate complex market dynamics and achieve sustainable success in Vietnam and across the ASEAN region.

Arthur Do, CEO and founder of Pioneer	Nicola Nel, Global Managing Director	Angela Scaffidi, Chair and Founding Partner, SenateSHJ, Global Chair of PROI Worldwide
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