



GLOBAL INTELLIGENCE. LOCAL IMPACT.

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PROI WORLDWIDE ADDS LEADING AUSTRALIAN FINANCIAL AGENCY

Addition of specialist agency Honner strengthens PROI's financial and investor relations reach

PHOTOS:

Honner partners (L-R) Paul Cheal, Philippa Honner and Susie Bell:

<http://www.proi.com/Private/Uploads/18-01-31-Paul%20Cheal%20Philippa%20Honner%20Susie%20Bell%20at%20Honner.jpg>

Richard Tsang: <https://www.dropbox.com/s/52uzizpyb0emqst/Richard%20Tsang.jpg?dl=0>

PROI Worldwide Logo (color): http://www.proi.com/Private/Uploads/PROI_MainTag_CMKY.jpg

PROI Worldwide Logo (B+W): http://www.proi.com/Private/Uploads/PROI_MainTag_BLACK.jpg

NEW YORK: Leading Australian financial and corporate communications agency Honner has become the latest partner of PROI Worldwide, the pre-eminent global partnership of independent communications agencies. With 75 agencies across five continents, PROI Worldwide is the world's largest communications partnership with more than 5,000 staff servicing 6,300+ clients worldwide and 2016 net fee income of US\$ 721+ million.

Based in Sydney, Honner recently celebrated 20 years working with local and global clients operating across Australia's large and sophisticated investment and financial services sector. The firm brings deep industry relationships and a unique skillset across strategic communications, content, issues management, media relations, digital marketing and reputation management.

"Honner is a stand out specialist financial communications firm in Australia," said Hong Kong based Richard Tsang, Global Chairman, PROI Worldwide and Chairman of Hong Kong's largest public relations and financial communications firm, SPRG Asia. "Honner's clients span the spectrum of Australia's dynamic financial services sector and the partnership with PROI will help further strengthen PROI Worldwide's global reach into this important and fast growing market."

Philippa Honner, Executive Chair and Founder of Honner, said: "We are thrilled to join such an established, reputable network, the 6th largest communications partnership in the world." "We are looking forward to collaborating with agencies across the PROI Worldwide community. Our industry is fast moving and highly competitive – and we look to actively evolve and build our capability to deliver creative and innovative communications solutions to clients. Joining PROI will ensure we can continually tap into global best practice, and bring these insights to our clients."

Ms Honner said she saw significant growth opportunities, especially across Australia's AUS\$2.8 trillion investment management sector – the largest in the Asia region. "Our breadth of relationships with leading global brands – as well as Australian companies pushing into global markets – makes PROI Worldwide a natural fit which is ripe for cross border agency collaboration, to the benefit of clients worldwide," she said.

North American based Allard W. van Veen, Founding Partner and Global Managing Director of PROI Worldwide said: “Honner will further strengthen PROI Worldwide’s global financial and investor relations capability and brings the total number of agencies in Australia to six, with a presence across financial communications, financial and investor relations, corporate, health, consumer, technology and public affairs.”

About Honner

Established in Sydney in 1997, Honner is an Australian communications consultancy that specializes in the corporate, investment, professional and financial services sector. We help our clients communicate their messages across multiple channels and formats to build engagement with stakeholders. In 2016 Honner was named PR Agency of the Year in the Rainmaker [Max Awards](#). More information can be found at: www.honner.com.au

About PROI Worldwide

[PROI Worldwide](#), the world’s largest partnership of integrated independent communications agencies, was founded in Europe in 1970 and has offices in more than 135 cities in 50+ countries. With 75 agencies across five continents, PROI Worldwide is the 6th largest communications partnership in the world with more than 5,000 staff servicing 6,300+ clients worldwide and 2015 net fee income of US\$ 721+ million.