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Sydney based Citadel Joins PROI Worldwide in APAC Region

Australian M&A firm joins PROI Worldwide IR consultancies in Hong Kong and Mumbai

NEW YORK: Citadel Communications, one of Australia's fastest growing and successful independent IR consultancies in M&A and capital markets activity, has joined PROI Worldwide, the world's largest partnership of independent integrated communications firms. Their addition not only increases PROI Worldwide's existing footprint in the broader Australian market but will ensure PROI's continuing leadership position in the M&A market in Asia-Pacific.

"The IR market is very competitive and Australia provides many opportunities for cross-border opportunities," said US based Bob Frause, Chair, PROI Worldwide, adding "their services provide a broad base including M&A, IPO's, media and investor relations, issues and crisis management, proxy campaigns and litigation support".

"Citadel has built a strong brand in the Australian market, with cross border M&A being an important aspect of our growth, so the timing is ideal to globally connect with PROI to enhance our service offering," said Peter Brookes, Founding Partner.

"Being able to draw on the PROI Worldwide partnership will be of significant benefit to our existing clients for offshore support, and also help us win new work in an increasingly competitive market. The diversity and size of the PROI Worldwide partnership makes it a very attractive proposition for Citadel."

"The addition of Citadel further strengthens PROI's leading position in the financial PR area in the Asia Pacific Region," adds Richard Tsang, Chairman, PROI Worldwide's Global Development Group, APAC Region, and Chairman of the SPRG Public Relations Group based in Hong Kong. "In Q1 2013, PROI Asia Pacific partners, including Citadel, Adfactors Public Relations in India and SPRG, ranked No. 1 in the PR Advisor League Table by M&A value by mergermarket".

About PROI Worldwide

PROI Worldwide is the largest public relations partnership of independents founded in Europe in 1970. It is represented in more than 100 cities in 50+ countries, with 61 leading independent PR partner companies and more than 3,200 experienced practitioners servicing 4,400+ clients worldwide. Founded forty-three years ago, PROI Worldwide's combined fee turnover of its partners exceeds US\$425m., positioning PROI Worldwide as one of the world's largest communications companies.

About Citadel

Citadel is a communications consultancy providing specialist advice to company boards and executive management on media, investor and stakeholder issues. Its consultants are highly regarded specialists with expertise based upon decades of experience in corporate affairs, investor relations and public issues management. Citadel offers seniority, perspective and a depth of understanding in corporate issues management. Its services include M&A, IPO's, media and investor relations, issues and crisis management, proxy campaigns and litigation support.