

For immediate release

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Grayling Announces Sweeping Changes to Firm

Grayling, a leading global communications firm, today revealed ambitious changes to the company's brand, core offering and growth strategy, punctuated by bold new livery and a new website. While the firm will continue to offer a full range of communications services in each of its 53 offices worldwide, it will enhance its offering with a focus on data-driven insights, rapid activation, and technology-led solutions.

"The communications business has become a technology business," said global chief executive officer Pete Pedersen. "Successful firms of the future will be masters of Big Data, able to tease out insights that drive game-winning strategies for clients. We're building that firm today."

Already, Grayling utilizes a variety of sophisticated data analytics platforms including its own proprietary tools. The insights gleaned from these tools have helped clients solve complex policy issues, attract consumer attention, bolster corporate reputations, and engage with stakeholders in powerful new ways.

"Data-driven insights are important," said Pedersen, "but having the ability to execute programs quickly, across multiple channels, and on a global scale is how we'll really deliver value to clients."

Long-known for its depth and reach in Europe and the Middle East, Grayling also announced changes in its US operation that will give the firm significantly enhanced capabilities in the States. DutkoGrayling's five offices will rebrand to Grayling and fold into the consolidated operation, while Atomic (a Grayling agency) will work seamlessly alongside Grayling when driven by client need.

The moves in the US complement the firm's recently-announced changes in Asia including a groundbreaking partnership with Asia's largest communications consultancy, BlueFocus. In January 2014, industry veteran Bob Pickard will become Huntsworth's regional CEO, Asia Pacific. Grayling's regional structure also includes Grayling UK, led by Alison Clarke; Grayling Western Europe, led by Wolfgang Lang; Grayling Middle East, Turkey and Africa, led by Loretta Ahmed; and Grayling CEE & Russia, led by Jan Simunek.

"The backbone of our business has always been – and will always be – our local market expertise," continued Pedersen. "But for clients who need us to execute multi-market programs, or could benefit from rich local market insights, we've created an agile, technology-enabled global network that can really deliver."

Grayling now operates from 53 locations in 26 countries across North America, Europe, the Middle East and Asia.

Editors notes

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About Grayling

Grayling is a leading global communications network founded in 1981 to deliver data-driven strategies for Public Relations, Government Affairs, Investor Relations and Event Management.

Grayling operates from 53 offices in 26 countries worldwide across Europe, North America, the Middle East and Asia. The firm works across multiple sectors including Energy, Environment & Sustainability; Healthcare; Technology & Telecommunications; Consumer Brands; Financial Services; Transport & Logistics and Government & Public Sector. For more information visit www.grayling.com

About Huntsworth PLC

Huntsworth plc is a world-class global public relations and integrated healthcare communications group.

Strategically aligned under four principal consultancy brands: Citigate, the leading financial brand; Grayling, the world's second largest independent consultancy; Huntsworth Health, integrated healthcare communications specialists and Red, one of the leading multi-specialist public relations consultancies; we are now successfully positioned for accelerated growth.

For more information visit: www.huntsworth.com