

Media Release.



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Leading communications firm Newgate Australia adopts new global brand

Australia's leading full-service strategic communications firm, Newgate Australia, will today rebrand as **SEC Newgate Australia**, aligning it with the strong and expanding offering of the global SEC Newgate group in key markets.

Deputy CEO of SEC Newgate S.p.A. and Managing Partner of SEC Newgate Australia, Brian Tyson, said the Australian business had grown significantly since its inception eight years ago and was integral to the global group's success.

"We have evolved from a fledgeling start-up to a national firm of more than 90 consultants, advising more than 150 clients, drawing on the full spectrum of our offering from financial and corporate communications to public affairs, stakeholder and community engagement, digital communication and social and market research.

"We have some of the country's most experienced communications and research practitioners who have been trusted for decades to advise on some of Australia's most complex and challenging corporate and government transactions and projects. We are very grateful to our clients who value and trust our counsel on these high-stakes briefs."

Mr Tyson said there was growing demand for strategic communications counsel as businesses and governments grappled with increasingly complex issues with reputational impact.

"It is an extraordinary time in the world with governments and corporations everywhere dealing with the triple challenges of COVID-19, climate change and geopolitical shifts impacting trade and business," he said.

"In particular we are seeing growing demand for our evidence-based insights and advice on Environmental Social and Governance (ESG)-related issues and activism, both of which are now central to the reputation of businesses around the world and in Australia.

"Having a network of strategic communications professionals based in the major geopolitical markets around the world is really important as these global and local issues converge because we can leverage their expertise and knowledge to provide the best support and around-the-clock counsel for our clients."

ENDS

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About SEC Newgate S.p.A.

SEC Newgate S.p.A. is headquartered in Milan and operates from 38 offices in 15 countries across the U.K., Europe, the Middle East, Australia, Greater China, Singapore, and the Americas.

SEC Newgate is listed on the Alternative Investment Market (AIM) of the London Stock Exchange and is one of the world's fastest growing communications agency in the Top 250 Global Agency PRovoke Rankings.