

Date: 4 September 2019  
On behalf of: SEC Newgate S.p.A. ("the Group")  
Embargoed until: 0700hrs

## **Launch of SEC Newgate S.p.A.**

Shares in SEC Newgate S.p.A. (AIM: SECG), a newly created strategic global communications firm began trading today on the London Stock Exchange's Alternative Investment Market (AIM).

The result of the merger of leading European communications firm SEC with Porta, the parent company of the award-winning Newgate Communications, SEC Newgate will offer clients a full suite of research-backed strategic communications and advocacy services across its extensive network.

SEC Newgate is being positioned as specialists in transformational communications offering global excellence through local experts.

The new SEC Newgate team comprises circa 600 people working out of 30 offices, in 14 countries, across 4 continents. Its comprehensive range of integrated services include public affairs and advocacy, financial and corporate communications, digital insights, research, crisis management and consumer PR.

With immediate effect, cross-border client projects will now be managed under the SEC Newgate brand whilst domestic projects will continue to be delivered under the local agency brand.

### **Commenting Fiorenzo Tagliabue, Group Chief Executive, said:**

*"Today marks a key milestone in the Group's history. SEC Newgate is now among the world's top 30 communications groups, offering global excellence and local expertise with the scale to deliver seamless services across our extensive, owned footprint.*

*"We look forward to the hard work ahead that will be matched by our ambitions to seize the significant opportunity we believe exists for our team, clients and shareholders. Our focus will be on promoting our distinctive business model and positioning ourselves as the industry's preferred partner committed to building brands and protecting reputations, managing the complexity of stakeholder relations, and boosting our clients' businesses."*

The change of company name to SEC Newgate S.p.A is expected to take effect from 5 September 2019.

- ends -

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**Notes to Editors**

- Further information is available at [www.secnewgate.com](http://www.secnewgate.com)
- On 3 September 2019, SEC S.p.A. and Porta Communications Plc merged to create SEC Newgate S.p.A.
- The Group's principal brands are: ACH (Spain); Cambre Associates (Belgium); Clai (France); Kohl PR (Germany); Martis Consulting (Poland); SEC Latam (Colombia); Newgate Communications (Abu Dhabi, Australia, Greater China, Singapore, UK); Newington (UK); Publicasity (UK); SEC S.p.A. (Italy); and 2112 (UK).