

## Ranking agencji PR wg: „fee income” w mln zł, za 2015 rok

| LP.<br>2015r | Agencja                                 | Fee income<br>w 2015<br>roku, w<br>mln zł | LP.<br>2014r | Fee income<br>w 2014<br>roku w<br>mln zł | Dynamika<br>Fee income<br>2014/2015<br>w % | Średnioroczna<br>liczba osób<br>zatrudnionych<br>na umowę o<br>pracę w 2015<br>roku | Średnioroczna<br>liczba<br>konsultantów<br>zaangażowanych<br>w ramach innych<br>form współpracy<br>w 2015 roku | Wartość<br>procentowa<br>Fee income<br>do<br>przychodów<br>netto ze<br>sprzedaży<br>% | Główni klienci w 2015<br>roku   |
|--------------|---|---|--------------|--|--|---|--|---|---|
| 1            | Partner of Promotion<br>Sp. z o.o.      | 19,5                                      | 1            | 19,1                                     | 2,1% ↑                                     | 56  | 25   | 51  | Unia Producentów i<br>Pracodawców<br>Przemysłu Mięsnego,<br>Renault, Union<br>Investment TFI<br>Ghelamco Procter and<br>Gamble        |
| 2            | MSLGROUP Sp. z o.o.                     | 14,5                                      | 2            | 12,4                                     | 16,9% ↑                                    | 55  | 25   | 69  | Emirates, Lockheed<br>Martin, Zortrax,<br>Amazon, Carrefour   |
| 3            | Grayling Poland                         | 7,7                                       | 3            | 7,8                                      | -1,2% ↓                                    | 34  | 3  | 76  | Sony Europe, HB<br>Reavis Poland, UK<br>Trade & Investment,<br>Croatian National<br>Tourist Board, Kapsch<br>Telematic Services       |
| 4            | Walk                                    | 7,1                                       | 5            | 6,5                                      | 9,2% ↑                                     | 36  | 19   | 34  | Podravka Polska Sp. z<br>o.o., Skyscanner LTD,<br>Griffin Real Estate Sp.<br>z o.o., Nikon Polska<br>Sp. z o.o., Adamed Sp.<br>z o.o. |
| 5            | Hill+Knowlton Strategies                | 6,4                                       | 4            | 6,7                                      | -4,5% ↓                                    | 23  | 7  | 81  | Uber, Spotify, Globe<br>Trade Centre,<br>Facebook, Boeing   |
| 6            | 24/7Communication Sp. z<br>o.o.         | 6,3                                       | 6            | 5,7                                      | 10,5% ↑                                    | 26  | 21   | 35  | Grupa Żywiec, Lidl,<br>Groupe SEB, Wedel,<br>McDonald's   |
| 7            | Solski Burson-Marsteller                | 5,9                                       | 12           | 4,1                                      | 43,9% ↑                                    | 18  | 15   | 72  | Raytheon, Polskie<br>Stowarzyszenie<br>Ochrony Roślin,<br>Grycan, Colgate-<br>Palmolive, Airbus                                       |
| 8            | Grupa On Board<br>Sp. z o.o.            | 5,8                                       | 7            | 5,7                                      | 1,7% ↑                                     | 33  | 7  | 57  | Celon Pharma, Z.T.<br>Kruszwica, Biogen<br>Poland, TESCO(Polska),<br>Coca-Cola  |
| 9            | Martis CONSULTING<br>Sp. z o.o.         | 5,2                                       | 8            | 5,3                                      | -1,8% ↓                                    | 20  | 16   | 73  | Strabag, Boryszew,<br>KGHM, MCI, Grupa<br>LOTOS   |
| 10           | RC2 Raczkiewicz Chenczke<br>Consultants | 4,9                                       | 10           | 4,4                                      | 11,3% ↑                                    | 1   | 12   | 72  | Sygnity S.A. GSK<br>Services Sp. z o.o.,<br>Adidas Poland Sp. z<br>o.o., Mondelez Europe<br>Services GmbH, Coca-<br>Cola Services     |
| 11           | Garden of Words<br>Sp. z o.o.           | 4,2                                       | n/a          | n/a                                      | n/a  | 17  | 18   | 52  | Danone Sp. z o.o.,<br>Nestlé Polska S.A.,<br>Starbucks, IKEA Retail<br>Sp. z o.o., TESCO<br>(POLSKA) Sp. z o.o.                       |
| 12           | Multi Communications Sp. z<br>o.o.      | 4,0                                       | 9            | 4,7                                      | -14,9% ↓                                   | 20  | 12   | 40  | Reckitt Benckiser,<br>Electrolux,<br>Volkswagen Bank<br>Polska, DB Schenker<br>Nationale<br>Nederlanden                               |

|    |                                       |     |     |     |          |    |    |    |  |
|----|---------------------------------------|-----|-----|-----|----------|----|----|----|--|
| 13 | Lighthouse Consultants Sp. z o.o.     | 3,6 | 11  | 4,2 | -14,2% ↓ | 11 | 11 | 65 | PKN ORLEN, PGE EJ, LPP Getin Bank, Dr. Oetker  |
| 14 | Linkleaders                           | 3,3 | 16  | 2,5 | 32% ↑    | 16 | 10 | 61 | XEROX, SKANSKA, SAP, CAPGEMINI, ACCENTURE  |
| 15 | United PR Grabowski Kozdra Zaborowska | 3,2 | n/a | n/a | n/a      | 11 | 6  | 73 | Saint-Gobain, IBM, Alior Bank, Panasonic, Procter & Gamble   |
| 16 | NBS Communications                    | 2,8 | 14  | 2,6 | 7,7% ↑   | 5  | 7  | 68 | Ronson Development, Eurocash, Dr Gerard, Goodman, Bank BGŻ BNP Paribas   |
| 17 | Genesis PR                            | 2,6 | 18  | 2,1 | 23,8% ↑  | 10 | 5  | 93 | Elemental Holding, paysafecard, Grupa Selena, Metrostav, ROBYG SA  |
| 18 | TBT i Wspólnicy Sp. z o.o. Sp. k.     | 2,1 | 17  | 2,5 | -16,0% ↓ | 8  | 1  | 96 | Dane Poufne  |
| 19 | ALERT MEDIA Communications Sp. z o.o. | 2,1 | n/a | n/a | n/a      | 17 | 1  | 66 | PORTA KMI POLAND Sp. z o.o. Sp. K., PEPCO Marketing Sp. z o.o., Fundacja Nutricia, GOODYEAR DUNLOP TIRES POLSKA Sp. z o.o., NUTRICIA POLSKA Sp. z o.o. |
| 20 | Clue PR                               | 1,9 | n/a | n/a | n/a      | 8  | 12 | 72 | Zalando, Ingenico, PizzaPortal, PayPal, Gumtree  |
| 21 | Planet PR Sp. z o.o.                  | 1,2 | 20  | 1,4 | -14,2% ↓ | 7  | 2  | 37 | HID Global, Centrum Medyczne Zdrowie, Maxell, Physio-Control, AXIS Communications  |