

PRESS RELEASE

Madrid, April 24, 2019

KREAB expands its presence in Africa with the opening of an office in Rabat.

KREAB, a communication and public affairs firm founded in Sweden in 1970, has launched its activity in Morocco with the opening of the consultancy's first office in the African continent. With this, KREAB can be found on five continents and Morocco joins the list of more than 25 countries in which the multinational already has a presence.

Today, the firm starts in Morocco its communication and public affairs consultancy activity led by Hicham Brahmi, the named *Managing Partner* of KREAB Morocco, based in the Rabat offices. Hicham holds a bachelor's degree in economics, a master's degree in law and a master's degree in public management and will lead KREAB's first subsidiary in the African continent.

Prior to joining KREAB, Hicham Brahmi held various senior positions in the administration, including Chief of the Financial Operations Control Division and Director of Communications of the Foreign Exchange Office and Chief of Staff of the Ministry of Economy and Finance.

KREAB serves more than 500 clients worldwide, including governments, large and small companies in many industries, organisations and sectors. The firm, which will turn 50 next year, is positioned in the African continent to support its clients in solving complex communication problems.

Charlotte Erksammar, Global CEO of KREAB, said: *"The presence of KREAB in Morocco accompanies the firm's strategy to meet global needs locally. The KREAB team in Morocco, led by Hicham, will be up to speed in the short term thanks to the synergies with clients from the rest of the offices that today have investments and interests in the country."*

For Hicham Brahmi, Managing Partner of KREAB Morocco: *"KREAB has been able to anticipate its commitment to Morocco. The opening of the office in Rabat means being able to offer support to our clients in a territory of enormous potential and development, supporting local companies and institutions that want to stand out in their image and reputation through an appropriate communication strategy"*.

For KREAB Spain it also means support for companies that have investment in the country. In fact, Spain has consolidated itself for the sixth consecutive year as Morocco's leading commercial partner with more than 20,000 Spanish companies exporting to Morocco.

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About KREAB

KREAB is a global Communication, Reputation and Public Affairs consulting firm. Founded in Sweden in 1970, it has a presence in markets in Europe, Asia, the US, Africa and Latin America. With a portfolio of approximately 500 clients spread among 25 countries, the firm advises its clients on positioning, notoriety and corporate reputation, increasing their ability to influence and generate business.

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