

## PRESS RELEASE

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### **KREAB strengthens its presence in Norway**

**The global strategic communications firm Kreab Worldwide strengthens its presence in Norway together with TRY Råd.**

**TRY Råd** is one of the top PA/strategic communications firm in Norway, founded in 2017, with a team of around 45 experts. The firm is led by the CEO **Sindre Beyer**.

**TRY Råd** will represent Kreab in Norway as a Kreab affiliate and work under the brand name Kreab when supporting Kreab clients and continue to work under its own brand name TRY Råd for own clients in Norway.

**Sturle Lyberg**, Managing Partner for Kreab Norway since many years, will continue to lead Kreab Norway and will be based in TRY Råd's offices.

*Charlotte Erksammar, global CEO Kreab Worldwide said: "I am very pleased that in collaboration with TRY Råd we will strengthen our entire Nordic offer, alongside our Kreab offices in Stockholm, Helsinki and Copenhagen. We know that there are great opportunities for our global clients who need support either across the Nordic region, or specifically in Norway."*

*Sindre Beyer, CEO TRY Råd added "We are happy to become a Kreab affiliate and represent Kreab in Norway. It will further strengthen the services we offer our clients, enabling us to serve them worldwide with Kreab's expert teams in 25 countries."*

*Sturle Lyberg, Managing Partner Kreab Norway, commented: "For Kreab's Norwegian and international clients it means that we will be able to offer much broader services here in Norway together with our new colleagues at TRY Råd."*

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**About Kreab Worldwide (kreab.com)**

Kreab, founded in 1970, is a global strategic communications consultancy with a team of 500 consultants of 40 nationalities in 25 countries serving 700 clients.

Kreab advises on issues of strategic importance in business, finance and politics, helping clients to solve complex communications challenges and achieve their strategic goals.