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For immediate release

College Hill adds Brussels to public affairs practice

College Hill announces that it has invested in Policy Action, a leading public affairs consultancy in Brussels that is known for enhancing the competitive position of its clients at EU level. Policy Action was founded 10 years ago and has built a high quality client base across a range of industry sectors.

Policy Action joins rapidly growing College Public Policy, led by its managing partner Warwick Smith. Policy Action further strengthens College Public Policy's offer to its growing international client base, to whom EU issues are business critical.

"Policy Action are renowned in their field" says Smith. "The fit with our team is excellent and underpins what we are building here: the pre-eminent new force in government relations and public affairs."

Wes Himes and Lucy Cronin will join the College Public Policy board. They commented "As part of College Public Policy we will continue to provide our clients with the service they expect whilst enhancing it through additional depth of talent and geographic reach. We particularly like their culture: entrepreneurial as well as supportive."

College Hill Chairman Alex Sandberg and Group Chief Executive Richard Nichols added: "Policy Action is a perfect fit: complementary to an existing practice area, a blue chip client base and a highly talented team."

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Notes for Editors

College Hill

College Hill is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Hill's wide range of complementary practices provide advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; employee engagement and strategic research consultancy. See www.collegehill.com.



Policy Action

Policy Action is a leading public affairs consultancy that distinguishes itself in the marketplace with its honest and candid approach to the complex world of US and European public affairs. Policy Action prides itself in its ability to work with clients to safeguard their business interests and improve their competitive advantage. Located in London, Brussels, Washington D.C. and Dublin, Policy Action provides a range of services to fit any business need for public policy and legislative solutions. Policy Action deals primarily, though not exclusively, in the following practice areas: Entertainment and IT, Gaming and Gambling, Financial Services, Health Services. By going beyond the immediately available public information sources, Policy Action identifies the trends, direction and likely outcomes of various legislative and political initiatives at both EU and US level, delivering a comprehensive service that includes: strategic information, analysis and advice, Government action, matchmaking, public affairs training, association/coalition management. For more information please visit www.policyaction.com