

PRESS RELEASE

Mileage Communications Extends Footprint into Vietnam

Group now operates from 11 offices across seven countries

18 October 2010, Singapore – Singapore's largest homegrown public relations agency Mileage Communications today extended its footprint into Vietnam by forming a joint venture in Hanoi.

Known as Mileage IPRO Communications, the joint venture is formed with IPRO Communications, a leading Vietnamese integrated marketing communications agency. The agency is headed by Mdm Nguyen Thi Minh Tam, who has 20 years of experience in public and government affairs. She has also previously worked for more than 10 years in the Ministry of Foreign Affairs in Vietnam.

Mileage IPRO Communications is located along Phan Dinh Phung Street, in the heart of Hanoi's well-known Ba Dinh District. The joint venture also has a representative office in Ho Chi Minh City.

With the joint venture, the Mileage Communications Group now operates in 11 offices across seven countries. The Group is headquartered in Singapore and also operates in China (Shanghai), India (New Delhi, Mumbai, Bengaluru and Chennai), Indonesia (Jakarta), Malaysia (Kuala Lumpur) and Thailand (Bangkok).

Mr Yap Boh Tiong, Chairman of the Mileage Group, said: "Vietnam's economy has bounced back from the global downturn. The government has set a target of eight per cent GDP growth per annum for the next few years. This is an opportune moment for our company to serve the many foreign companies investing or expanding their businesses in Vietnam."

Mdm Nguyen Thi Minh Tam, Chairman of Mileage IPRO Communications, said: "We are delighted to partner the Mileage Communications Group because we can draw on its expertise in financial public relations and crisis management to better serve our Vietnamese clients. In addition, its regional footprint will greatly benefit Vietnamese companies seeking exposure overseas."

To commemorate the joint venture, Mileage IPRO Communications, the State Securities Commission and Bloomberg jointly organised a seminar on 'achieving a successful IPO' in Hanoi last month, where Mr Yap was a speaker.

In another seminar organised by the Vietnam Economic Times in Hoi An, Mr Yap (the only foreign guest speaker) spoke on Crisis Management.

About Mileage Communications Group

Established in 1992, the Mileage Communications Group is a leading full-service strategic marketing communications and PR consultancy, and the premier crisis communications consultancy in Singapore. Headquartered in Singapore, the Group comprises 11 offices across seven countries with branch offices in Vietnam (Hanoi and Ho Chi Minh City), China (Shanghai), India (New Delhi, Mumbai, Bengaluru and Chennai), Indonesia (Jakarta), Malaysia (Kuala Lumpur) and Thailand (Bangkok). The company has an established track record in servicing clients across seven core strategic practices, namely Consumer/Lifestyle, Corporate/Finance, Healthcare/Pharmaceutical, Infocomm Technology, Shipping, Crisis Management and Sports.

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