



Conway Inc. Adds Frankfurt-Based PM&P to the Conway Family.

Acquisition Expands Global Footprint, Adds New Services

Atlanta, Georgia - December 2017 – Conway Inc. announces the acquisition of a 1/3 stake in PM & Partner Marketing Consulting GmbH (PM&P). Managing Director Michael Hass remains the majority shareholder.

After years of fostering a strategic partnership, Conway Inc. and PM&P took the next steps in formalizing their relationship. Conway's share acquisition links the two firms, expanding the service offerings to economic development agencies and companies across the globe.

"We've been working closely with PM&P for years," said Adam Jones-Kelley, President of Conway Inc. "They're one of the best in the business, and we're thrilled to add their excellent team and exemplary reputation to the Conway family."

PM&P is headquartered in Frankfurt, Germany, and has offices in Berlin and Munich. Conway is headquartered in Atlanta, Georgia, and has offices and representatives in 23 cities around the world, including New York, London, Berlin, Cape Town and Shanghai. The acquisition of PM&P shares will bring more resources and market access to Conway's lead generation, event development and business recruitment practice groups, while adding services like trade support and market entry analysis to Conway's portfolio.

"The acquisition made sense for our clients," said Michael Hass, Managing Director of PM&P, "The combined network of these two globally respected firms strengthens our ability to meet the needs of our clients across the world."

"Our companies have similar cultures, so the integration process has been remarkably smooth," said Jones-Kelley, "Ultimately, as with everything Conway does, this acquisition has been driven by the needs of our clients. Competition for FDI has never been greater, and this collaboration will help make our clients more competitive."

About Conway

Conway provides the world's most comprehensive offering of services related to domestic and cross-border corporate investment. Our integrated services meet the needs of government agencies seeking to attract investment as well as companies planning international expansion.

Conway's network of corporate decision-makers invests more than \$300 billion each year in new facilities, offices and sites. Conway's full spectrum of services and relationships with corporate

decision-makers around the world facilitates government attraction of foreign and domestic direct investment. Conway, publisher of Site Selection magazine, was founded in 1954.

For more information visit: www.conway.com

About PM&P

Headquartered in Frankfurt, Germany, with offices in Berlin and Munich, PM & Partner Marketing Consulting GmbH (PM&P) is an independent consulting firm, consisting of market professionals and market research specialists.

PM&P provides strategic and operative market analysis and business development support to industrial enterprises, as well as to public investment promotion institutions. Besides a strong presence in the German market, PM&P works closely with its international partners. The company has been operating internationally since 1974.

For more information visit: <http://www.pm-p.de/>.