

HUNTSWORTH

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Huntsworth plc

Atomic merges with Grayling; combined operation doubles Grayling size in the U.S.

Huntsworth plc (“Huntsworth” or “the Group”), the global public relations and healthcare communications group, today announces the merger of Grayling with Atomic PR (“Atomic”). The combined company will be branded Grayling and the merger will be effective from 1 January 2014. The two firms have worked closely together since early 2011, when Huntsworth acquired Atomic. Agreement has been reached on the earn-out payments remaining in respect of Atomic. Circa £2m deferred consideration now remains for the Huntsworth Group.

The integration of Atomic and its six American offices accelerates Grayling’s growing momentum in the U.S. and caps a year of transformation for Grayling under CEO Pete Pedersen, who joined in February 2013.

Announced this week, as of January 1st 2014, former MSL Group executive Peter Harris, becomes Grayling’s U.S. CEO. In September 2013, DutkoGrayling’s (U.S. public affairs firm) five U.S. offices were rebranded as Grayling. The combination of Grayling, Atomic and DutkoGrayling brings together world-class public relations, social media, digital marketing, government affairs and investor relations practices under the Grayling brand and further strengthens its U.S. operation.

Atomic co-founders Andy Getsey and James Hannon will continue in senior executive roles at Grayling. Getsey will assume the role of executive vice president, and Hannon will serve as Grayling’s chief data strategist, a first in the industry. Together, the two will co-chair Grayling’s U.S. technology practice.

The new Grayling U.S. has full service offices in New York, Washington, D.C., Tallahassee, Denver, Seattle, Sacramento, San Francisco, Silicon Valley, Los Angeles and Orange County.

Pete Pedersen, Chief Executive Officer of Grayling, commented:

“Integrating Atomic gives Grayling U.S. additional critical mass in PR, social media and digital, as well as significant expertise in the use of data to guide strategy and creative. We’re delighted to welcome Atomic into the Grayling group.”

Andy Getsey, Chief Executive Officer of Atomic, said:

“We’re very proud that the Atomic team accomplished its goal of becoming one of the best and most innovative mid-sized PR firms in the digital era. Going forward as Grayling, we look forward to helping create an innovative national and global multi-disciplinary communications powerhouse.”

Sally Withey, Group Chief Operating Officer, commented:

“Grayling and Atomic have worked very well together over the last two years and the merger will add Atomic’s experience in the technology sector to Grayling’s broad network and rapidly developing communication offer. This is another important step in Grayling’s development.”

About Grayling

Grayling is a leading global communications network founded in 1981 to deliver data-driven strategies for digital marketing, public relations, government affairs and investor relations.

Grayling operates from 54 offices in 26 countries worldwide across Europe, North America, the Middle East and Asia. The firm works across multiple sectors including Energy, Environment & Sustainability, Healthcare, Technology, Consumer Brands, Financial Services, Transport & Logistics, and Government & Public Sector. For more information visit www.grayling.com

For further information, please contact:

Huntsworth plc

Lord Chadlington, Group Chief Executive

Tel: + 44 20 7224 8778

Sally Withey, Group Chief Operating Officer and

Tel: + 44 7899 961 667

Finance Director

Pete Pedersen, Grayling Chief Executive Officer

Tel: + 44 20 7932 1850

James Eddleston, Grayling Head of Marketing

Tel: + 44 20 7932 1860

Citigate Dewe Rogerson

Simon Rigby

Tel: + 44 20 7638 9571