

## ABN360 selects marcusbrewster

ABN360, owner of CNBC Africa and *Forbes Africa Magazine*, has appointed marcusbrewster as its PR agency.



"We are delighted to have secured the account," says marcusbrewster chairman, Marcus Brewster. "Its titles are among the foremost business and news brands on the African continent and it is a feather in our cap to be able to represent them."

"The time has come for us to build further on our extensive offering, which does not only encompass our top-flight media titles. We have thus contracted the agency to manage communications around what we are doing, for maximum impact," says ABN360 MD, Roberta Naidoo.

### "A good fit"

"We believe that our two companies are a good fit for each other and we look forward to achieving great success together."

Brewster continues that client's footprint extends across the entire continent, presenting great opportunities for the agency.

"This relationship will require us to perform public relations in multiple markets and further expand our current presence in Africa. This account is thus also an opportunity for our company, particularly with such a prestigious client on board and a challenge we relish," he concludes.

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