

## League Table, PRECIS members 2008

Member companies in PRECIS have an income fee of minimum €500,000 which is considered to be a minimum level for a professional services firm. Revenues are defined as fees for public relations consulting and services; income from related communications services such as research, Internet communications, and employee communications; and mark-ups of production services and other public relations materials. Figures for 2008 shows a 8 percent increase in income fee compared to 2007. PRECIS members income fee are approximately 80 percent of the Swedish PR-consultancy industry which in total sums up to approximately €M160.

2008	Income fee Euro	Employees
JKL	15 120 000	64
Hallvarsson&Halvarsson*	10 700 000	90
Prime International	10 600 000	89
Springtime	8 470 000	61
Cohn&Wolfe	5 490 000	51
Gullers Grupp*	4 750 000	38
Sund Kommunikation	4 500 000	37
Hill&Knowlton	3 780 000	35
MS&L	3 010 000	21
Diplomat PR	2 710 000	21
Burson-Marsteller	2 510 000	17
Solberg Kommunikation*	2 470 000	47
Citigate Trimedia	2 440 000	14
Jung Relations	2 200 000	17
Aspekta	1 810 000	15
Mix Public Relations*	1 800 000	9
Andréasson PR	1 760 000	14
Narva Investor Relations	1 470 000	19
Star PR	1 450 000	17
Edelman	1 420 000	13
Patriksson Communication	1 320 000	11
Text 100*	1 280 000	15
AxiCom	1 260 000	7
JMW Kommunikation	1 140 000	9
Bite Communications	1 100 000	10
Informedia	940 000	11
Erichs Communications	800 000	8
Effektiva Media	790 000	8
Comma*	780 000	6
Geelmuyden.Kiese	680 000	4
Coast Communications	670 000	8
Newsroom	580 000	12
Begriplig PR	580 000	8
Wirtén PR & Kommunikation	550 000	6
Hero Kommunikation	540 000	5
Ogilvy Public Relations	500 000	5
Kreab Gavin Anderson incl. international business	26 800 000	140

\* Fiscal year 07/08