



**Short summary of its operations and how long they have been operating in Portugal, including number of local employees.**

Porter Novelli is a global public relations leader, integrated in the Omnicom Group, which operates in more than 60 countries around the world. We have a strong commitment to excellence and client service. That begins with our leadership team, an unrivaled group of smart, strategic, passionate professionals dedicated to finding, retaining and developing the very best talent. At Porter Novelli, we provide a culture and environment that inspires strategic thinking and creativity, with a constant eye on results and ROI but with a side of fun. And given Porter Novelli's heritage in social marketing, it should come as no surprise that our people want to make a difference. Simply put, we care.

In Portugal, where we have been operating since 1999, we have a team of 10 people specialized in different areas and industries – from corporate communication to consumer, from aeronautical to food and nutrition.

**Q: Tell us about your company's involvement in social responsibility and how your company and/or the community has benefited.**

Porter Novelli's dedication to transforming attitudes and behaviors is not limited to the work we do for our clients. It extends to the communities in which we do business. An example of that in Portugal is the pro bono work we have conducted for the last eight years with Laço – Fight Against Breast Cancer and Reklusa – an association to integrate women that were arrested.

In addition, we know that our world's resources are not infinite. As a responsible corporate citizen, we implemented a comprehensive program to reduce the agency's carbon footprint around the world. Maintaining high standards in business ethics and behavior is not optional at Porter Novelli; it's mandatory. We abide by the Council of Public Relations Firms' Code of Ethics and Statement of Principles. We also instituted our own corporate policy to govern business and personal behavior on the Internet. Every employee must meet the standards established in Porter Novelli's statement of ethics.

**Q: What do you hope your team will gain through their participation as mentors in Connect to Success' Corporate Mentoring Program?**

Porter Novelli's team will benefit from the enriching experience of contributing for the launching of a new business – with all the implications this has in society -, watching it grow and share experiences and new approaches that will hopefully contribute for its success.

**Q: What do you hope the mentee(s) selected by your company to participate in the program will achieve at the conclusion of his/her/their participation?**

The mentee will benefit from a strategic perspective about communication that will complement and enrich a more technical vision and ultimately contribute for the awareness and achievement of her business's goals.