

17 October 2014

**Porta Communications PLC  
(the "Company")**

**New Contract Win**

The Company is pleased to announce that two of its subsidiaries, Thirteen Communications ("Thirteen") and Newgate Communications ("Newgate"), have won an integrated consumer and corporate PR brief for a major new London development at Silvertown, East London.

The contract awarded by The Silvertown Partnership, a consortium of specialist property developers First Base Ltd, Chelsfield and Macquarie Capital, will be to lead communications for the £3.5 billion development. The 62 acre Crossrail-served site includes the iconic Millennium Mills, one of the last London landmarks.

Thirteen and Newgate will develop the Silvertown brand in a multi-focused strategy involving international and UK media, thought leadership platforms, events and brand amplification.

Part of the remit will be to support the partnership's drive to attract global businesses to locate in London's 'New East End', alongside start-ups from the creative, media and technology industries.

Thirteen and Newgate will work alongside the London Communications Agency which handles community communications.

Commenting on the award, Andrew Baiden, Chief Executive Officer of Thirteen, said: "To work on a project that is breathing new life into a part of East London is such a rare opportunity and a major story to tell. The client has asked us to be as creative as the industry names who will be located here, so it is a wonderful canvas to work with".

Commenting on the award, Deborah Saw, Managing Partner of Newgate, said: "As London's original industrial heartland, the history attached to the Royal Docks mean this is a major platform for London's continued appeal to big brands and the corporate and stakeholder audience will be interested in how Silvertown will be differentiated by communications. It really is a mouth-watering prospect to work on a project that will transform an area creating a brand new district".

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