

December 2011

Wishing all our friends a peaceful and prosperous 2012 - when doing the right thing will matter more than ever



As 2011 draws to a close, **Powerscourt would like to thank you - our clients and contacts - for the privilege of working together** and for trusting us with your business this year.

This has been a year of extraordinary challenge for our clients and Powerscourt has grown to help them meet it. We are now bursting out of our existing office space and will **move to new offices** in the City next year.

As companies and individuals faced reputational stress, time and again, they turned to Powerscourt. Our key lesson: **do the right thing, then communicate it**. Do not obsess with the “PR”, just do the right thing.

And remember, the quickest way to have bad stuff written about you is to try too hard to have good stuff written.

Our ongoing work with **BP, Prudential** and our other quoted clients has reinforced Powerscourt’s position as a trusted adviser to some of the most significant companies.

We advised our long-term retained client **Bank of Ireland** on its successful recapitalisation programme which included equity raising and substantial disposals.

New clients included **Wonga** and **Sports Direct**. Project client work included the provision of strategic communications advice to **Haverford** concerning its offer regarding Omega Insurance and to **Asda**.

On the back of our reputational work, in July The Daily Telegraph described Powerscourt as **“the ‘fourth emergency service’ in the Square Mile”**, noting in particular our work with the new **Management and Standards Committee**. Chaired by Lord Gabor QC, this body was established by **News Corporation** to support the investigations into phone-hacking.

As eurozone issues remained at the forefront of economic commentary, we continued to advise Ireland’s **National Treasury Management Agency** and **IDA Ireland**, the inward investment agency.

We also worked with **Kentz** on its migration from AIM to the Main

Market of the London Stock Exchange and entry into the FTSE 250; **Greencore** on its acquisition of Uniq; and **Escher** on its fundraising and listing on AIM.

Our team has grown in tandem with our client list, most significantly with the appointment of **Giles Sanderson**, a leading practitioner in the financial communications industry for approaching 20 years, **as our third Partner** in May.

We were also delighted to welcome two new members to our Advisory Group: **Ian Birrell**, formerly Deputy Editor of The Independent and speech writer for David Cameron, and **Roddy Kennedy**, formerly Head of Media with BP.

We are grateful to our friends who spoke at Powerscourt events this year. They include **Carl-Henric Svanberg**, Chairman of BP; **Peter Sutherland**, Chairman of Goldman Sachs International; **Mike Geoghegan**, former CEO of HSBC; **Rohan Silva**, formerly Senior Policy Adviser to Prime Minister David Cameron and now Special Adviser to the Chancellor of the Exchequer, George Osborne; and **Paddy Harverson**, Communications Secretary at Clarence House.

From everyone at Powerscourt, **Merry Christmas and a very Happy New Year**. We look forward to continuing to work together in 2012, which will undoubtedly be another interesting year.