

# Penta

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Pentagroup.com

## Brussels Office Since

📅 2005

## Number of Public Affairs Consultants

👥 30 in Brussels

## Key Specialisms

- ⊗ Agriculture & Agribusiness
- ⊗ Banking, Insurance and Financial Services
- ⊗ Chemicals
- ⊗ Energy
- ⊗ Food and Drink
- ⊗ Transport
- ⊗ Sustainability & Environment

## About Penta (formerly Hume Brophy)

### Firm Description

At Penta, we have reimaged communications, reputation management, and brand-building for times of turbulence. Political populism, digitisation and AI, cultural breaks and geopolitical turmoil are the new way of things. We are your indispensable guide to this uncertain world. And we bring you uncommon new tools to our work.

Data is at the heart of our approach. We illustrate what your stakeholders are seeing, thinking, and doing, and help you respond and plan. Our data-driven view on the forces at work helps you act fast, anticipate trends and see what's coming down the path.

Uniquely, we help you understand every individual stakeholder in detail and as components of an integrated, deliberate corporate engagement strategy.

### Ownership Structure

In 2023, we combined eight companies into one, global Penta. The group's HQ is in Washington, DC.

### International Structure

Penta teams are located in Brussels, Dublin, London, Paris, Washington DC, New York, San Francisco, Singapore and Hong Kong. We also work with an established network of agency partners in other markets.

### Key Strengths

We enable evidence-based decision-making on stakeholder issues for the C-Suite.

Our solutions integrate unique proprietary AI tech, data, and global sector advisers.

We serve and connect the teams managing multiple stakeholders with integrated stakeholder solutions

### Key Clients

- Airlines for America
- Clean Air Fund
- Commodity Markets Council Europe (CMCE)
- EirGrid
- Equinor
- European Travel Retail Confederation (ETRC)
- Kraken
- Primark

### Testimonials and why clients like to work with us

"It's a real pleasure working with Penta. Ever-dependable, eager to support, always thinking a step ahead, our partnership has opened new doors and helped establish Clean Air Fund's presence in Brussels." Clean Air Fund

"Working with Penta has been an amazing experience. With their dedication, significant network, and overview of the political and regulatory landscape, they have helped us navigate the EU legislative process and its political framework. We're looking forward to stepping up our activities with them." AMG Lithium

"For the last number of years, Penta have been providing EirGrid with valuable insights into developments at EU level that impact our work as transmission grid operator in Ireland. Penta's knowledge, and contact base, has helped us to navigate through the multiple challenges and opportunities that have arisen on the EU policy and political landscape." EirGrid

# Penta

## The world's first comprehensive stakeholder solutions firm.

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The world has changed. Running a business requires new skills, new tools, and a new framework for engagement with stakeholders.

25M

Daily volume of global content analyzed

Penta is purpose-built to help businesses navigate an increasingly complex stakeholder environment.

350+

Professionals

Penta defines, informs, and strengthens decision-making and understanding between our clients and their stakeholders.


200+

Clients

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