



FOR IMMEDIATE RELEASE

Harrington Blue & Pico Announce Strategic Partnership to Enhance Global Brand Engagement

London & Hong Kong, 24 March 2025 – Harrington Blue, a premier strategic advisory firm specialising in high-value investments and strategic analysis, is pleased to announce a strategic partnership with Pico, a globally renowned brand activation agency. The collaboration aims to drive innovation in brand engagement by combining Harrington Blue's strategic expertise with Pico's world-class execution across exhibitions, immersive experiences, themed environments, event management and digital engagement solutions.

Through this partnership, Harrington Blue will provide strategic advisory and market insights to support Pico in refining data-driven strategies and enhancing decision-making processes. By complementing Pico's extensive capabilities with in-depth market analysis and industry intelligence, the collaboration will help identify new opportunities while allowing Pico to continue delivering its renowned execution excellence.

"Our partnership with Pico represents a powerful synergy of strategic insight and exceptional execution," said Susana Ecclestone, CEO at Harrington Blue. "By providing advanced market intelligence and strategic advisory services, we will help enhance Pico's ability to create impactful brand experiences that adapt to evolving industry demands."

Pico's Vice President of Global Activation Gregory Crandall states: "Pico has a unique opportunity to build on the Harrington Blue story by leveraging their exceptional strategy and investment advice to create impact in new markets. With Pico delivering live, face-to-face brand experiences, dynamic activations and meaningful engagement, this partnership provides clients with a comprehensive, end-to-end service, seamlessly connecting everything from investment strategy to localised execution in markets around the world."

With a shared commitment to innovation, excellence and global impact, Harrington Blue and Pico are poised to redefine brand engagement by offering businesses valuable insights that elevate their presence and audience interaction.

Media contacts:

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Pico Group:

Pico is a global leader in Total Brand Activation with a proven track record of more than five decades. Our Integrated Brand Experience business model is the key to building resilience and sustaining growth in today's fast-changing world. At Pico, we incorporate our Content, Community, Creative and Data strategy into cross-platform campaigns to create extraordinary experiences and powerful activations, engaging target audiences in every way. We call it Total Brand Activation.

In 2024, the Pico Group won the HKCT Business Award from Hong Kong Commercial Times. The Group also won the 'Best Data Strategy' award at the Data Literacy Association's DaLa Awards, a certificate of excellence at the Hong Kong Investor Relations Association's 10th Investor Relations Awards and was listed in Event Marketer's Eventex Index: Top 100 Agencies & Event Organisers among other honors.

We also won a series of regional awards, including Marketing-Interactive's MARKies Awards, the Good Design Award (SG Mark) and Marketing Events Awards in Singapore; REGGIE Awards, Chief Marketer's 'Campaign of The Year' in the USA; and IDENTITY and Green Habitat's Harmony award in the Middle East.

Pico Far East Holdings Limited has been listed on the Hong Kong Stock Exchange since 1992 (Stock code: 752.HK). Our associate company, Pico (Thailand) Public Company Limited was also listed on Thailand's MAI in 2004 (Stock code: PICO). In the financial year 2024, Pico Far East Holdings Limited reported revenue of over US\$810 million and a market capitalization of over US\$292 million (as of 31 October 2024).

Please visit www.pico.com for more information.