

PRESS RELEASE

Stockholm 17 December, 2025

Kreab Worldwide acquires Portuguese consultancy JLM&A

Kreab Worldwide, a global communication and public affairs firm of Swedish origin, founded in 1970, has acquired the JLM&A Group, a leader in communication and public affairs consulting in Portugal, with offices in Lisbon, Porto, Angola and Mozambique.

With this acquisition Kreab will strengthen its position in the Iberian market and expand into the African market through Angola and Mozambique. Kreab has offices in 30 countries including affiliates in Europe, Asia and Latin America, and partners in another 20 countries.

João Líbano Monteiro, founder and current Chair of JLM&A Group, will be Chair of Kreab Portugal, Eugenio Martínez Bravo, Chief of Growth at Kreab Worldwide, will be Vice Chair, and Vítor Cunha will continue as CEO.

This strategic acquisition aligns with Kreab Worldwide's commitment to grow and strengthens the consultancy's presence in key markets with extraordinary potential.

The JLM&A Group and Kreab Worldwide began a fruitful collaboration in 2024 and have worked together on several projects and shared clients, primarily in Spain, Portugal, London, and Brussels.

“The integration of the JLM&A Group into the Kreab Worldwide network marks a milestone in our nearly 30-year history in Portugal, bringing together highly complementary teams with a shared culture based on values such as trust, excellence, ethics, rigor, confidentiality, and respect. This will allow us to offer our clients greater coverage, more sector specialization, and a broader international reach, while maintaining the same focus on results and high-impact advice,” says *João Líbano Monteiro*, founder of JLM&A and new Chair of Kreab Portugal.

Peje Emilsson, founder of Kreab Worldwide, states that “the integration of the JLM&A Group into our international network strengthens and consolidates Kreab's vision as a bridge between markets, cultures, and business opportunities. This will also allow us to expand Kreab’s reach through the offices in Mozambique and Angola, thereby increasing our capacity to advise clients who operate in and transform the global economy.”

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About Kreab Worldwide (kreab.com)

Kreab, founded in 1970, is a global strategic communication consultancy with a team of 500 consultants of 40 nationalities. Kreab has offices in 30 countries including affiliates in Europe, Asia and Latin America, and partners in another 20 countries. Kreab advises on issues of strategic importance in business, finance, and politics, helping clients to solve complex communications challenges and achieve their strategic goals.

About JLM&A (jlma.pt)

JLM&A, founded in 1998, headquartered in Lisbon, is a strategic counselling firm in all areas of communication with a team of 50 experienced consultants with presence in Portugal, Mozambique, and Angola.