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MISSION HUBS AND MAGNET GLOBAL NETWORK SIGN A NETWORK AFFILIATION AGREEMENT CONNECTING 68 AGENCIES IN 33 COUNTRIES

London, February 24th, 2026. As the creative agency industry undergoes significant change, and we witness the major holding companies rationalising their brand portfolios, MISSION Hubs and MAGNET Global Network have growth on their agendas and today announce a network level affiliation agreement.

With an increasing need for locally authentic communications this exciting agreement whilst respecting each network's uniqueness and independence, will empower cooperation and deliver collaboration opportunities for the 68 Members and Partners of both networks across nearly 100 cities.

Additionally, for marketers and brand owners, this relationship will provide access to an ever-growing pool of 68 creative, digital, events, health, media and PR, agencies and consultancies with world-class talent focused on delivering tangible business results in 33 markets around the world.



"As our industry evolves at unprecedented speed, independent agencies stand apart for their agility, hands-on senior talent, and unwavering focus on client service. Our partnership with MISSION Hubs extends MAGNET's global reach, connecting exceptional talent through a collaborative ecosystem built to help marketers deliver results at the pace today's market demands."

Melissa Lentz. CEO. MAGNET Global Network



"It's true to say that our industry is at an inflection point. Technology has changed how we work. A.I, data and martech are revolutionising agency output. It would be easy to view this as scary, but equally, never has so much been possible."

"At the centre of this web of possibility sits human interaction, the sometime messy, and illogical process that enables us to do great things together. And doing great things with talented people, for the benefit of our collective clients, is why we're so excited by this agreement with MAGNET."

Paul Squirrel. Managing Director. MISSION Hubs Network

For both networks, in an increasingly complex communications environment, timely access to multiple, independent specialists, with in depth local market know-how and know-who, will ensure their Members and Partners are able to provide first-class solutions to their respective clients.

About MAGNET

MAGNET is a global network of independent marketing and communications agencies, built to support agency principals and their teams as they navigate the industry's increasing strategic and operational complexity. Through thoughtful programming and candid peer-to-peer exchange, MAGNET brings together senior leaders from more than 40 carefully vetted agencies around the world.

For more information, visit our website at: <https://magnetglobal.org>

About MISSION Hubs

MISSION Hubs (More partners. More Places. More solutions), is the international network ecosystem of the MISSION Group, a collective of award-winning agencies spanning creative, digital, PR, performance marketing, AI, and data science. Operating across Europe, North America, Asia, and the Middle East, MISSION Hubs enables global campaigns to be delivered with local precision through a trusted network of partners. Built on a partner focused model, MISSION Hubs allows brands to scale without bureaucracy – combining agility with deep market understanding to unlock meaningful growth worldwide.

For more information, visit our website at: <https://missionhubs.co.uk>

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