



01/15/15

# PRESS RELEASE



## PUBLICIS GROUPE NAMES ANTHONY GAZAGNE PRESIDENT OF PUBLICISLIVE

**Publicis Groupe [Euronext Paris: FR0000130577, CAC40]** today announced that Anthony Gazagne has been named President of PublicisLive, an events agency within the Groupe's network MSLGROUP, specialist in the production of international conferences and prestige events.

Gazagne's predecessor, John Rossant, who held the position of President since 2008, will leave Publicis Groupe to continue the development of his foundation, *The New Cities Foundation*, and other personal projects. John Rossant played a key role in transforming the agency into a global events powerhouse, organizing events such as the Monaco Media Forum, the Abu Dhabi Media Summit, the Global Estuaries Forum, and the e-G8 forum in 2010.

"Anthony Gazagne is an extraordinarily worthy successor to John," said Maurice Lévy, Chairman and CEO of Publicis Groupe. *"This promotion is a natural next step for Anthony within our Groupe. Thanks to the hard work and dedication of its employees, PublicisLive is today one of the most well renowned and prestigious events agencies worldwide. Anthony's international experience and professionalism will be deeply valuable as PublicisLive continues to go from strength to strength. Anthony is tasked with taking the agency to the next level. I thank John Rossant for his untiring commitment and efforts to date, and wish him the best of luck with his future projects."*

Olivier Fleurot, CEO of MSLGROUP, added: *"Anthony has made a significant contribution to PublicisLive's growth in recent years and his promotion to head of the events agency is in recognition of this. His commitment to excellence and delivering the very best for clients is second to none, and will pave the way for the agency's further future growth. We also thank John for his great contributions and wish him all the best."*

*"Being named President of PublicisLive is a huge honour, and a testament to the Groupe's recognition of both my and my entire team's performance at PublicisLive. I would also like to thank Maurice Lévy and Olivier Fleurot for the confidence they have placed in me. After more than 15 years at the heart of this impressive company, I look back with pride, and also relish the prospect of the formidable challenge in front of me. PublicisLive regularly supports government, international organizations and foundations – notably the World Economic Forum, our long-term client – to achieve their aims. Our role, one that is constantly evolving to deliver best in class leadership solutions for our clients, is at an important crossroads. We will focus on continued organic growth, while also looking at a range of external opportunities to further maximize growth,"* added Anthony Gazagne.

Anthony Gazagne has spent the majority of his career at Publicis Groupe. Since joining Publicis Dialog in 1998, he has held the positions of Project Manager, Director of Operations, Vice President of Operations and most recently, since 2008, Managing Director of PublicisLive.

Publicis Groupe simultaneously announced a new leadership team to work alongside Anthony Gazagne.

Vincent Perroud, currently Associate Director at the agency, is promoted to Managing Director, Switzerland. Matthieu Daurces, currently General Manager in Dubai, is promoted to Managing Director, Middle East. Both will report directly to Anthony Gazagne, who will be supported by two vice-presidents, Alain Duchaussoy and Serge Wehrle.

## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBi, Razorfish, Rosetta, VivaKi, Nurun), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs more than 64,000 professionals.

[www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: @PublicisGroupe | Facebook: [www.facebook.com/publicisgroupe](http://www.facebook.com/publicisgroupe) | LinkedIn: Publicis Groupe | <http://www.youtube.com/user/PublicisGroupe> | *Viva la Difference !*

## About MSLGROUP

MSLGROUP est le réseau phare du Groupe Publicis en RP et communication stratégique. Il conseille sur tous les aspects de la communication stratégique : du marketing consommateur à la communication financière, des affaires publiques au management de l'identité corporate, et de la communication de crise à l'événementiel. Il propose à ses clients des conseils en matière de planification stratégique, une réflexion étoffée par une compréhension approfondie des enjeux, et de grandes idées irrésistibles, mises en oeuvre avec le plus grand soin. Avec plus de 3500 collaborateurs, il couvre 22 pays. Si l'on y ajoute les sociétés affiliées et partenaires du groupe, MSLGROUP s'étend sur 83 pays avec 4000 employés. Aujourd'hui, MSLGROUP est le plus grand réseau de PR et marketing expérimentiel.

[www.mslgroup.com](http://www.mslgroup.com)

## About PublicisLive

Created in 1995, PublicisLive is part of MSLGROUP, the specialized communication network of the world's third largest communications group, the Publicis Groupe. Specialized in organizing international conferences and prestigious global events, PublicisLive provides its advice, skills and longstanding expertise to governments, international organizations and businesses. For 20 years, the World Economic Forum has been a client of PublicisLive, which acts as its exclusive events partner while providing logistics and key support services for its annual and regional meetings. The company's headquarters are based in Geneva and it also has offices in Paris, Dubai and Abu Dhabi, enabling it to serve a wide range of international clients.

[www.publicislive.com](http://www.publicislive.com)

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