



# Press release

# 04/10/13



## **PUBLICIS GROUPE'S MAURICE LEVY NAMED TOP MEDIA CEO IN EUROPE BY *INSTITUTIONAL INVESTOR'S* MAGAZINE**

*"In our strategic thinking, we give equal weight to our clients, our teams and our investors. And digital is now embedded in Publicis Groupe's DNA. But we also know that without emotion, digital is just a technique. So throughout Publicis Groupe, all our teams view ideas as inseparable from their realization and their performance, no matter what means are deployed to deliver them." commented Maurice Lévy.*

*Institutional Investor* monthly magazine has named Maurice Lévy, Chairman and CEO of Publicis Groupe [Euronext Paris FR0000130577, CAC 40], to its "2013 All-Europe Executive Team", an exclusive and highly respected ranking of Europe's top executives by major European investors and money managers.

Maurice Lévy was voted the best CEO among European media companies by buy-side analysts working within the media sector, and was additionally the number 3 pick by sell-side analysts. This is the second time that Maurice Lévy has topped the *Institutional Investor* ranking.

*Institutional Investor's* 2013 All-Europe Executive Team was the magazine's third annual ranking of this type. It involved surveying buy-side analysis, portfolio managers and sell-side analysts at securities firms and financial institutions across the continent to select managers perceived as the best CEOs, CFOs and investor relations professionals in Europe. Participants included over 850 money managers and investment professionals at 460 buy-side firms, and 1580 sell-side analysts working in more than 150 institutions.

*"In today's tough economic climate (...) more than ever, investors and analysts appreciate companies that can deliver positive results in the face of stiff headwinds," commented Institutional Investor, in an article that highlighted Publicis Groupe's exemplary strategic foresight in anticipating — well ahead of competitors — the need to place digital marketing, skills and services at the heart of operations.*

In 2006, when Publicis Groupe's digital adventure began, about 7% of its revenue stemmed from digital, the magazine noted — roughly the industry average. That share is now over 35% — nearly double the industry average — and continues to surge (digital organic growth up 6.6% in 2012). By 2018, Publicis Groupe expects to see fully half of revenue stemming from digital.

Emphasizing Maurice Lévy's early grasp of the transformative power of cell-phone and digital technology, the magazine detailed Publicis Groupe's spear-heading leadership within the crucial, fast-moving sector.

*"I am of course very glad about this choice, which expresses the quality and the performance of all the Groupe's teams," commented Maurice Lévy. "Sustained, powerful, durable growth has always been Publicis Groupe's strategic aim. This means we share the same goal as our investors, and indeed we view them as long-term partners who deserve complete transparency and respect. In our strategic thinking, we give equal weight to our clients, our teams and our investors. And digital is now embedded in Publicis Groupe's DNA. But we also know that without emotion, digital is just a technique. So throughout Publicis Groupe, all our teams view ideas as inseparable from their realization and their performance, no matter what means are deployed to deliver them."*

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## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. We offer the full range of services and skills: digital (DigitasLBi, Razorfish, Rosetta, VivaKi), creative services (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia) and healthcare communications, with Publicis Healthcare Communications Group (PHCG). Present in 108 countries, the Groupe employs 58,000 professionals.

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*Viva la Difference !*

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