



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE FURTHER EXPANDS IN CHINA WITH ACQUISITION OF GENEDIGI

MSLGROUP Takes PR Industry Leadership Position In Greater China

Paris, France, June 20, 2011 – Publicis Groupe (EURONEXT Paris: FR0000130577) announced today it has signed an agreement to acquire Genedigi Group, one of China's largest independent public relations and marketing communications agencies. Genedigi will be aligned with MSLGROUP, Publicis Groupe's flagship specialty communications, public relations and events network. Genedigi will maintain its current name and continue to operate under the leadership of its founder Mr. Xiao Jun and his existing management team. Terms of the transaction were not disclosed.

Founded in 1997, Genedigi Group employs 400 communications professionals across public relations, event marketing, digital marketing and an in-house market research center. Working with both domestic Chinese and foreign brands, Genedigi supports more than 50 clients across its offices in Beijing, Shanghai and Guangzhou. Its clients include market leaders across China's high growth industries, including automotive, fast-moving consumer goods (FMCG), information technology (IT), home appliances, banking and financial services. Xiao Jun, Chairman Genedigi Group, will report to Glenn Osaki, President of MSLGROUP Asia.

Through this strategic development, MSLGROUP becomes the largest public relations network in Greater China. With industry-leading PR, events and social media capabilities tailored to both multinational and Chinese clients, MSLGROUP Greater China now includes more than 650 staff across 11 offices in mainland China, Hong Kong and Taiwan.

Olivier Fleurot, Chief Executive Officer, MSLGROUP said, *"We are honored to have Genedigi, one of China's largest and most respected Chinese PR agencies, join the MSLGROUP family. This move reflects our commitment to offering clients solutions that are tailored to the Chinese market and to supporting fast-growing domestic industries."*

Xiao Jun, Chairman, Genedigi Group, and member of the MSLGROUP Greater China Management Board, commented, *"At its core, this is a win-win partnership. MSLGROUP will provide a leading international network for our clients, and our joining will further enhance MSLGROUP's capabilities and make it the true market leader in Greater China."*

Today's announcement is the latest in a series of China agency additions that includes Dreams (May 2011), Interactive Communications Ltd (ICL) (February 2011), and Eastwei Relations (November 2010). It is in line with Publicis Groupe's strategy to increase its revenue derived from emerging markets to 30% over the next three years (from 22.7% in 2010), with China at its core and where Publicis Groupe has set an objective to double its size. According to ZenithOptimedia forecasts, ad expenditure rose by 16.9% in 2010 in China, and further double-digit growth is expected every year in the coming years.

Jean-Yves Naouri, Publicis Groupe COO and Chairman of China Publicis Groupe, added that *"China is a top strategic priority for us. I am particularly pleased with the addition of Genedigi, which will allow us to become a market leader in PR. It is yet another sign of our strong*



commitment to China. We will continue making significant investments across this promising market and we are on course to achieve our ambitious objectives, enabling us to offer best in class services to help our top multinational and Chinese clients as they grow in China, while significantly expanding our reach of Chinese cities and clients.”

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Shanghai Genedigi Brand Management Co Ltd. (Genedigi Group) location:

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Mr. Xiao Jun, Chairman, Genedigi Group

www.genedigi.com

About MSLGROUP

MSLGROUP is one of the world's top 5 PR and events networks. With more than 2,900 people, its offices span 22 countries and cover virtually every discipline required for clients to engage creatively with their audiences. Adding affiliates and partners into the equation, MSLGROUP's reach increases to 4,500 employees in 83 countries. The group offers clients strategic advice, insight-guided thinking and big, compelling ideas – followed by thorough execution. MSLGROUP is Publicis Groupe's flagship PR and Events network.

Website: www.mslgroup.com | Twitter: @MSL_GROUP

About Publicis Groupe

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe employs approximately 49,000 professionals and offers local and international clients a complete range of advertising services through three global networks: Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing clients to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops new services, tools, and next generation digital platforms. Publicis Groupe offers healthcare communications with Publicis Healthcare Communications Group (PHCG, the first global network in healthcare communications). And with MSLGROUP, one of the world's top five PR and Events networks, also provides expertise in corporate and financial communications, public affairs, branding, and social media marketing.

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