



Press release

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Publicis Groupe and AOL Inc. To Form Strategic Partnership to Deliver Live Internet Advertising On Global Scale

- Companies to Build First Global Live Digital Advertising Product with Live Syndicated Distribution and Real-Time Consumer Connection Tools and Metrics –

- Bob Lord to Chair Partnership with Publicis Groupe Executives -

“Publicis Groupe has become the global leader in digital marketing by building strong, client-driven solutions in the fastest-growing areas of the Internet: mobile and social,” said Maurice Lévy, Chairman and CEO of Publicis Groupe. “Live advertising gives brands the immediate live connections that consumers expect in our digitally connected world, and AOL is the ideal partner for this partnership precisely because live advertising is such a core part of its strategy.”

PARIS and NEW YORK – Publicis Groupe [EURONEXT PARIS: FR0000130577, CAC 40] and AOL Inc. [NYSE: AOL] today announced they will launch the industry’s first global live advertising partnership for today’s multi-screen marketing era – PAL (Publicis AOL Live). PAL will be co-managed by AOL and Publicis Groupe and will offer marketers an end-to-end solution to deliver and manage live advertising on a global basis to digitally connected consumers.

Bob Lord, who will join AOL from Publicis Groupe on Aug. 1, will manage the partnership as part of his new role as CEO of AOL Networks. He will co-chair the partnership with three top Publicis Groupe executives: Rishad Tobaccowala, Chair of Razorfish/DigitasLBi; Laura Desmond, Chief Executive of Starcom MediaVest Group; and Tom Bernardin, Chief Executive of Leo Burnett Company.

PAL, which will include dedicated employees from each company, will provide clients (advertisers and publishers) a full suite of live advertising services:

- Creative, planning, serving, syndication, measurement, analytics, and global windowing distribution;
- Content creation within AOL’s ecosystem of brands, content partners and syndication network, reaching more than 223 million global AOL consumers and hundreds of millions of global consumers through the AOL Networks;
- Real-time consumer connection tools and metrics;
- Four-screen distribution (Mobile, Tablet, Desktop, Smart TV) including connected over-the-top (OTT) devices, including direct OTT connections with major global device companies; and
- A set of leverage-able technology platforms spanning all Publicis Groupe companies and the AOL Live, AOL On and Be On platforms. These platforms will have the combined ability to reach more than 1 billion video views a month and 100 billion web impressions.

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in our digitally connected world, and AOL is the ideal partner for this partnership precisely because live advertising is such a core part of its strategy. Together, AOL and Publicis Groupe have impressive scale, talent and technology solutions, and a deep understanding of how to develop and drive content. By creating a shared development team – and leveraging VivaKi as a Groupe accelerator – we can ensure advertising and marketing travel at the speed of consumers.”

“Live advertising is the future of marketing on the Internet,” said Tim Armstrong, AOL CEO and Chairman. “Maurice and Publicis Groupe have been at the forefront of live advertising, and we have been testing live advertising together for more than a year. Based on the consumer and brand demand, we formed PAL and identified Bob to manage a cross-agency team that will aggressively build out the first live advertising platform for the Internet on the planet.”

Publicis Groupe and AOL began testing live advertising on AOL’s leading content brands earlier this year. The two companies are currently running live advertising across AOL, The Huffington Post, TechCrunch, Engadget, Patch, Mapquest, and more than 250 publishers in the AOL Networks syndicated network. Publicis Groupe’s leading digital agency DigitasLBI partnered with Huffington Post in 2012 to bring its live advertising solution exclusively to the agency’s real-time content platform, BrandLIVE™; and its media network Starcom MediaVest Group has been testing live advertising with AOL for several months.

PAL will move the partnership from testing to the development of a global platform that will offer live advertising to all Publicis Groupe clients through the exclusive partnership for the first six months, beginning on the launch date of the partnership, currently anticipated to be Sept. 1.

PAL will operate in New York and Paris and will hold a live advertising symposium during 2013 Advertising Week in New York City.

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 60,000 professionals.

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Viva la Difference !

About AOL

AOL Inc. (NYSE: AOL) is a brand company, committed to continuously innovating, growing, and investing in brands and experiences that inform, entertain, and connect the world. The home of a world-class collection of premium brands, AOL creates original content that engages audiences on a local and global scale. We help marketers connect with these audiences through effective and engaging digital advertising solutions.

Site Web : <http://www.aol.com> | Twitter: @AOL

Contacts

Publicis Groupe

Peggy Nahmany	Corporate Communications	+ 33 (0)1 44 43 72 83
Martine Hue	Investor Relations	+ 33 (0)1 44 43 65 00
Stéphanie Constand-Atellian	Investor Relations	+ 33 (0)1 44 43 74 44

VivaKi

Cheri Carpenter	Chief Communications Officer	+1 312 220 6218
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AOL Communications

Peter Land	Senior Vice President of Communications	+(1) 212-206-5009
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AOL Investor Relations

Eoin Ryan	Senior Vice President of Investor Relations	+(1) 212-206-5025
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