

Press release



10/07/13



PUBLICIS GROUPE APPOINTS ARTHUR SADOUN AS CHIEF EXECUTIVE OFFICER OF PUBLICIS WORLDWIDE

“ This appointment comes as a natural step in Arthur’s career path within our Groupe. He joined us as Chairman of Publicis Conseil, which he modernized while sustaining its growth and improving its creative work. Arthur also applied his vision and talents to Publicis Worldwide’s activities in France. Arthur will pursue the work begun by Jean-Yves Naouri aiming to make Publicis Worldwide the Groupe’s most performing network, while reinforcing the positioning “Lead The Change” which he initiated ” declared Maurice Lévy.

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] announced today that it has named Arthur Sadoun as new CEO of Publicis Worldwide.

He will be joining the P-12, Executive Committee of Publicis Groupe, and will report to Maurice Lévy, Chairman and CEO of Publicis Groupe.

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“It is a great honor to be the CEO of the network which carries the name of the Groupe and which was the starting point of Marcel Bleustein-Blanchet. I would like to thank Maurice Lévy for his confidence. Publicis has built its success on three core values: innovation, client obsession and entrepreneurship. It is my task, in a world of radical change, to ensure that these values are lived stronger than ever and that we meet the challenge of leading change in our industry for our client.” said Arthur Sadoun.

Arthur Sadoun has spent half of his career at Publicis Groupe, and the other half at Omnicom Group. He has been President of TBWA Paris, elected under his direction Agency of the Year four years in a row at the Cannes Lions International Festival of Creativity. He joined Publicis Conseil in 2006 as Chief Executive Officer. In 2009, he was named Chief Executive Officer of Publicis France, and in 2011, Managing Director of Publicis Worldwide, alongside Jean-Yves Naouri, Executive Chairman, Publicis Worldwide. Publicis France was recognized Communications Group of the Year in 2009, 2010, 2011, and 2012.

Present in over 80 countries with 11,000 employees, Publicis Worldwide's counts amongst some of its major clients Axa, BNP Paribas, Carrefour, Cartier, Citi, Coca-Cola, Haier, Hilton Honors, HP, l'Oréal, LG, Luxottica, Nestlé, Orange, P&G, Paypal, Pernod Ricard, RATP, Renault, Sanofi, Seb, Siemens, Telefonica, Total, and UBS.

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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