



PUBLICIS GROUPE

PRESS RELEASE

## **Publicis Groupe Combines MS&L Worldwide, Publicis Consultants And Publicis Events To Create A Powerful Public Relations and Events Network, MS&L Group**

### **New Network Offers Both Global Scale And Specialized Services To Clients**

**Paris, November 16, 2009** – To best serve its clients, Publicis Groupe today announced the launch of MS&L Group, a strategic initiative designed to strengthen the Groupe's PR and events offer.

In today's world, clients need more holistic and more effective communication with global reach and access to digital and social media capabilities. Clients value a greater consistency and integration of all forms of communications to enhance their brand's awareness and attractiveness. The new organization is designed to meet these expectations

MS&L Group leverages the collective scale and expertise of MS&L Worldwide, Publicis Consultants Worldwide, JKL, Winner & Associates, TMG Strategies, PBJS, Relay, Capital MS&L, Hanmer MS&L, Carré Noir, SAS, Masius, and Publicis Events. From now on clients will benefit from a full and enhanced suite of PR capabilities and events experience able to resolve any communication issue in any part of the world. Key other assets of Publicis Groupe can be leveraged as needed and particularly PublicisLive, Publicis Meetings, Emotion, Freud, as well as Kekst and Company.

MS&L Group employs more than 2,500 people operating in 50 countries and offers best-in-class Public Relations, Corporate and Financial Communications, Reputation Management, Public Affairs, Social Media, Digital and Live Events management.

This global entity will be run by Olivier Fleurot, CEO of MS&L Group. Olivier reports to Maurice Lévy, Chairman and CEO of Publicis Groupe and is a member of the P12, the executive committee of Publicis Groupe. In that capacity, he champions the development of all PR and Events activities.

*"The objective of the new MS&L Group is to offer best of breed in PR, corporate or events communications to our clients. Our goal is to take maximum advantage of the great individual assets we have and to build a premier network in this field. Olivier has already done a tremendous job at putting the organization together and enhancing collaboration. I have full confidence that MS&L Group will greatly contribute to the growth of Publicis Groupe."* said Maurice Lévy, Chairman and CEO of Publicis Groupe.

*"By sharing best practices and knowledge across regions, we provide clients with a seamless and consistent approach and help them to manage their most pressing business and communications needs. In a fast-changing world undergoing unprecedented transformation, our clients are looking for an organization that provides both global scale and specialized services. Our network, under one brand, one leadership team, and a common purpose, will be able to meet the challenge."* declared Olivier Fleurot, CEO of MS&L Group.



**Members of Olivier Fleurot's management team are:**

- Pascal Beucler, SVP, Chief Strategy Officer, MS&L Group
- Isabelle Chouvet, CEO, Emotion
- Fabrice Fries, President of France, MS&L Group
- Trudi Harris, Communication Director, MS&L Group
- Anders Kempe, President of Europe, MS&L Group
- Sophie Martin-Chantepie, HR Director, MS&L Group
- Peter Miller, CFO, MS&L Group
- Glenn Osaki, President of Asia, MS&L Group
- John Rossant, Executive Chairman, PublicisLive
- Jim Tsokanos, President of the Americas, MS&L Group

**About Publicis Groupe**

Publicis Groupe [Euronext Paris: FR0000130577] is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media agency, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 43,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas and Razorfish. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Razorfish, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and Marketing Services offer healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications. Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

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