



PUBLICIS GROUPE

PRESS RELEASE

**Publicis Groupe acquires the BOZ Group,
Becoming No. 1 in
Healthcare Communications in France**

Paris – July 25, 2006 – Publicis Groupe today announced the acquisition of the BOZ Group, one of France’s leading healthcare communication agencies. By joining the Publicis Healthcare Communications Group (PHCG), worldwide leader in healthcare communications, BOZ will now be able to achieve its ambition of becoming a top player in Europe. With this operation, PHCG France becomes the undisputed leader in medical communications in France and consolidates its importance throughout Europe.

BOZ will now enjoy the strategic support of a truly global network, skilled in all areas of healthcare communication. The increasing globalization of medical communication through the harmonization of medical practices and the international approach to rolling out new molecular compounds makes such a choice necessary.

BOZ has developed a new integrated approach to medical communications, extending from the scientific research environment and market studies, to training for medical professional sales forces, specific training for doctors, and management of pathology observatories – all indispensable services to pharmaceutical groups. This approach thus fits in well with Publicis Groupe’s holistic approach to communications, especially in healthcare.

PHCG France will now operate through three distinct poles: Medicus Paris, Saatchi & Saatchi Healthcare Paris and BOZ Paris. In order to guarantee its clients complete confidentiality, each structure will maintain independent management and operations. The acquisition of BOZ will allow PHCG France to double in size and expand the range of services offered to its clients. “Medical Education” will be covered by two trademarks: Cascade and Discovery with their (CMT) Continuing Medical Training programmes and pathology observatories. CMT will be provided by the VIP Institute, market studies by Yssup Research, digital communications by Melody Healthcare, media relations by Core Press and professional relations by Discovery and Tasse de Thé. Medicus International Paris will continue to manage global and international communications projects.

Alain Sarraf, Chairman of the BOZ Group with 20 years of experience in healthcare communications, will manage PHCG France. His ambition is to provide an unparalleled French offer, by expanding PCHG’s scope of expertise and capabilities, and increasing its global reach.



Maurice LEVY, Chairman of the Publicis Groupe Management Board: *"The pharmaceutical sector is of very great strategic importance for Publicis Groupe. We already offer a wide range of services and we intend to become stronger with these first-rate teams. BOZ is a very fine group, with first-class skills and recognized talents which will enable us to set up a centre of excellence in France with a strong international potential".*

Alain Sarraf, Chairman of BOZ: *"I wanted to give BOZ the means of expanding in Europe given that we have now reached a critical size in France. Publicis Healthcare Communications Group, the worldwide leader in our sector, was the best candidate for a long-lasting alliance. The real synergies both with regard to skills and to our clients have led us to combine forces. We will participate in creating the widest offering in healthcare communications in France and in its international development".*

The BOZ Group

The Boz Group was founded in 1969, and has been France's leading agency in healthcare communications for more than 25 years. This agency employs 65 people. Its strengths: a medical team with 17 medical copywriters, an integrated creation studio guaranteeing total confidentiality and a wide service offering.

Web site: www.boz.fr

Publicis Healthcare Communications Group (PHCG)

PHCG, a member of Publicis Groupe S.A., is the leading healthcare communications group in the world specializing in healthcare activities with international brands Medicus, Discovery, Saatchi & Saatchi Healthcare and Publicis Vital. PHCG, with 2700 people, has a unique range of international capabilities including Advertising and Medical Education, Sales and Marketing Services, Medical and Scientific Affairs, and Healthcare Consulting.

Web site: www.publicishealthcare.com

Publicis Groupe (Euronext Paris: FR0000130577 and member of the CAC40 Index - NYSE: PUB)

Publicis Groupe is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. Its activities span 104 countries on five continents.

The Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and healthcare communications.

Web sites: www.publicisgroupe.com and www.finance.publicisgroupe.com

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APPENDIX 1

The BOZ Group

The Boz Group is made up of 65 employees, including 17 medical professionals, currently working for more than 35 pharmaceutical laboratories. As the leader in health communications in France, the BOZ agency has developed an integral approach to health communications through the creation of specialist subsidiaries providing a global product-based offer.

Each communication product is preceded by a brand image study as well as an extensive analysis of the behavior patterns of those prescribing medication. These studies are undertaken by **Yssup Research**, the BOZ Group's research unit – with a unique panel of 6000 doctors in France.

As the medical sales visit is the main “medium” of this profession, it is essential to improve its quality to ensure product success. The **Institut VIP** is a training institute that works to improve quality standards, guaranteeing optimal listening and more fruitful exchanges.

Pathology research institutes and international conferences are very useful in perfecting the ongoing medical training of doctors in the study of different diseases. **Cascade Communication**, The BOZ Group's medical education company, excels in this highly scientific procedure, with more than 250 opinion leaders in France and Europe.

More than ever, pharmaceutical representatives need to be able to differentiate their products when they undertake sales visits. Through educational programmes and practical presentations, **Tasse de Thé** trains representatives to optimize their performance, with carefully targeted objectives and proven results.

BOZ clients often cite a high level of efficiency stemming from its unique client support team, a team which leads and coordinates the different sectors of the group. Client loyalty is another key element of the Group's success.

Alain Sarraf – Biography

Alain Sarraf, 44 years old, with a Master's in Marketing (French *DESS*) from the IAE of Aix, is a healthcare communication specialist. After working with the AKZO Nobel group, he joined BOZ, an agency specialising in medical communication, as a junior Director of Clientele and worked his way up. He became a majority shareholder in BOZ in 1999 and turned the agency into a communications group by launching 4 new specialties: medical education, market studies, doctor and medical professional sales training and professional public affairs. In 2006, he sold the BOZ Group which he directed, to Publicis Groupe and became Country Manager of Publicis Healthcare Communication Group France while retaining the Chairmanship of BOZ.



PUBLICIS GROUPE

APPENDIX 2



Alain Sarraf - Country Manager PHCG France



Dr. Denis Lefebvre



Dr. Philippe Pariente

- **Agence Medicus Paris** – Denis Lefebvre
Communications Agency
 - **Discovery Paris** – Barbara Joly
Medical Education
 - **Medicus International Paris** – John Bruton
Communications Agency committed to global communication
-
- Communications Agency



Alain Sarraf – Président

Éric Moret – Directeur Général

- **BOZ** – Éric Moret
Communications Agency
- **Cascade communication** – Dr Pierre-Louis Prost
Medical Education, Conferences,
Pathology Observatories
- **Tasse de Thé** – Fabienne Achard
Public Relations
AGENCE CONSEIL EN RELATIONS PROFESSIONNELLES SANTÉ
- **YSSUP research** – Hélène Panak
Market studies, Consulting
YSSUP research
- **Institut VIP** – Dr Cécile Rabian
Medical Sales Visit Training
Institut Visite Information Performance



Gilles Elalouf

- Net Communications Agency