

Press Release



Tencent 腾讯

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PUBLICIS GROUPE INVITES TENCENT TO SHARE THE STAGE AT 61ST ANNUAL CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY

This year, at the 61st annual Cannes Lions International Festival, Publicis Groupe's seminar will bring together SY Lau, President of Online Media Group of Tencent and Senior Executive VP of Tencent Holdings, and Maurice Lévy, Chairman and CEO of Publicis Groupe. The seminar will take place June 20, 2014 at 2:15 PM in the Grand Auditorium at the *Palais des Festivals*.

During the seminar titled "The Real Awakening of China," Lau and Lévy will discuss China's digital innovations and the rise of the world's second largest consumption-driven economy. With more smart phone and Internet users than any other country in the world and a booming digital eco-system, China is leading a digital revolution whose waves are being felt all around the world.

The seminar will be comprised of three themes: the digital economy (in China and globally), digital behaviors, and the digital eco-system for brands. Key questions to be addressed during the seminar will include:

- How will brands deal with the rise of the world's second largest consumption-driven economy?
- How do size and scale impact the digital behaviors of an entire population?
- How will digital advances in China disrupt traditional retail and advertising in China and the world over as services like Tencent's Weixin and WeChat—with 396 million monthly active users—go global?

Digital innovation is at the core of the fast-growing market in China. As the world's 4th largest Internet company, including Internet platforms such as QQ, WeChat, Tencent Video, Tencent News app and others, Tencent has brought together China's largest online community to meet the various needs of tomorrow's Internet users.

About Seng Yee Lau

President of Online Media Group of Tencent, SEVP of Tencent Holdings

SY joined Tencent in 2006 and oversees Tencent Online Media Group, which includes Tencent News Portal, Tencent Video and Tencent Microblog. His main mission is to build OMG into a world-class media company.

SY is a seasoned professional with more than 20 years of experience in the media and marketing industry. He has also served as CEO of several global communications networks. Prior to Tencent, SY was the Managing Partner of Publicis China and the CEO for BBDO China.

With close to 20 years professional experience in China, SY is an actively sought after industry opinion leader in the area of Internet trends, digital media and marketing. In addition to regular speeches at Cannes and Asia Media Forum, SY also speaks at various executives programs of Harvard Business School, Stanford University, Georgetown University, Hong Kong University and CEIBS. In 2011, SY was honored globally as “The World’s 21 Most Influential People in Marketing and Media” by New York based Advertising Age.

SY received his EMBA from Rutgers State University, USA. As an alumni of Harvard Business School, he completed the Advanced Marketing Management Program in 2007, and AMP (Advanced Management Program) in 2010.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world’s leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBi, Razorfish, Rosetta, VivaKi), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs more than 62,000 professionals.

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About Tencent

Tencent uses technology to enrich the lives of Internet users. Every day, hundreds of millions of people communicate, share experiences, consume information, seek entertainment, and shop online through our integrated platforms. Our diversified services include QQ, Weixin and WeChat for communications; Qzone for social networking; QQ Game Platform for online games; QQ.com for information; as well as our eCommerce services.

The company was founded in Shenzhen in 1998 and went public on the Main Board of the Stock Exchange of Hong Kong Limited in 2004. The Company has been one of the 50 constituent stocks of the Hang Seng Index since June 10, 2008, under stock code 00700. We seek to evolve with the Internet by investing in innovation, providing a hospitable environment for our partners, and staying close to our users.

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