



PRESS RELEASE



PUBLICIS90 GAINS MOMENTUM

Two weeks after launch, over 1,900 registered applicants from 90 different countries

February 2, 2016 – PARIS – Two weeks after the launch of Publicis90, the **Publicis Groupe [Euronext Paris: FR0000130577, CAC 40]** initiative to celebrate its 90th anniversary has gained a very positive momentum.

Thanks to the mobilization of all Publicis Groupe agencies, over 50 000 people have visited the [Publicis90 website](#) from all over the world. As of February 1st, 1,936 people have registered to enter their projects and 795 have completed their applications to be one of the 90 projects or start-ups that will be selected and funded by Publicis Groupe. Two thirds of the entries are pre-existing start-ups. Publicis Groupe employees represent 18% of participants and 6% are students.

The applications come from more than 90 different countries, including primarily the United States, the United Kingdom, India, Brazil, Germany and Israel as well as France, where 29% of entries have been made.

The range of projects is extremely diverse and reflects the creativity possibilities of the digital world. Mobile, content and ad-tech are the most represented sectors. Among many others, some of the projects submitted are:

- a collaborative art platform in France
- an application for taxis in Germany
- a new in-store payment solution in the UK
- a crowdfunding platform dedicated to mothers in the United States
- a travel portal in India

Entries are open until February 29th and anyone - Publicis Groupe employees, students, start-ups, or anybody with a good idea, can submit his or her application through the website <http://www.publicis90.com>. The 90 projects or start-ups that will be selected will benefit from funding of between 10,000 and 500,000 €, one year of mentoring with a Publicis Groupe executive in marketing, communication and management, and finally an invitation to participate at Viva Technology Paris, the major digital event organized by Publicis Groupe and Groupe Les Echos from June 30th to July 2nd 2016 in Paris.

About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. Active across the entire value chain, from consulting to creation and execution, Publicis Groupe offers its clients a unified, fluid model allowing them access to all the Groupe's tools and expertise around the world. Publicis Groupe is organized across four Solutions hubs: "Publicis Communications" (Publicis Worldwide with MSL, Saatchi & Saatchi, Leo Burnett, BBH, and Prodigious), "Publicis Media" (Starcom Mediavest, ZenithOptimedia and Vivaki,); "Publicis.Sapient" a one of a kind global digital platform (Sapient Consulting, SapientNitro, DigitasLBI, Razorfish) and Publicis Healthcare.

Present in 108 countries, the Groupe employs more than 76,000 professionals.

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