



# Press Release

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## **PUBLICIS GROUPE ACCELERATES CHINA EXPANSION WITH ACQUISITION OF U-LINK BUSINESS SOLUTIONS CO. LTD**

*"I am particularly pleased with the acquisition of UBS, an outstanding agency that will further enhance PHCG's offering in China and in Asia. We maintain our course and we're on-target to achieve our objectives in China"*  
declared Jean-Yves Naouri.

**Publicis Groupe announced today that it has acquired U-Link Business Solutions Co. Ltd (UBS), one of the leading Chinese agencies specialized in healthcare communications.**

**UBS will become part of Publicis Healthcare Communications Group (PHCG) and will be renamed UBS Saatchi & Saatchi Health.**

Founded in 1997, UBS employs approximately 170 people at its Shanghai headquarters and Beijing office. Through its multidisciplinary team and in-depth market intelligence, UBS offers PR, events management, medical association relationships and brand management to its clients, which include Abbott, GenSci Pharmaceuticals, Johnson & Johnson, Novartis, Novo Nordisk, Pfizer, Roche, Wyeth and Xian-Janssen.

*"The Chinese healthcare market is one of the fastest growing in the world" declared Nick Colucci, CEO and President of PHCG: "Adding UBS to our portfolio brings the Saatchi & Saatchi Health flagship brand to China, and will make PHCG one of the largest healthcare communications groups in the region."*

UBS co-founder and CEO Frank Xu will remain at the helm, taking the title of Managing Director and reporting directly to Ash Kuchel, President of PHCG Asia Pacific region. Xu said: *“We are excited to be joining the world’s leading healthcare network at such a pivotal time in China. Combining our expertise with the resources of PHCG will benefit our clients.”*

With UBS’s acquisition PHCG continues its expansion in Asia, following its recent acquisitions of Beijing Dreams Advertising and Beijing Dreams Zhiyang Communication (May 2011) and the India-based Watermelon agency (March 2011). PHCG counts now 220 employees in Greater China and is present through its agencies Publicis Life Brands Dreams, Publicis Life Brands China, and now UBS Saatchi & Saatchi Health.

Today’s announcement is the latest in a series of China agency additions for Publicis Groupe that includes Wangfan and Gomye (November 2011), Genedigi (June 2011), Dreams (May 2011), Interactive Communications Ltd (February 2011) and Eastwei Relations (November 2010). It is in line with Publicis Groupe’s strategy to increase its presence in fast growing markets, with China at its core and where Publicis Groupe has set an objective to double its size.

Jean-Yves Naouri, Publicis Groupe COO and Chairman of China Publicis Groupe added: *“Addressing the large and fast growing healthcare market in China is essential to our global clients and therefore one of our strategic priorities. I am particularly pleased with the acquisition of UBS, an outstanding agency that will further enhance PHCG’s offering in China and in Asia. We maintain our course and we’re on-target to achieve our objectives in China.”*

## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, part of the CAC 40 index] is the third largest communications group in the world, offering the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe’s media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs 53,000 professionals.

Web: [www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: @PublicisGroupe | Facebook: [www.facebook.com/publicisgroupe](http://www.facebook.com/publicisgroupe)

## About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Group, PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, and medical and scientific affairs. PHCG is dedicated to delivering ideas of purpose that compel action, change lives, and amplify business outcomes. With over 3,000 employees, PHCG manages 14 agency brands through 53 offices located in 11 countries. PHCG’s global brands are Saatchi & Saatchi Health, Publicis Life Brands, Publicis Healthcare International, Digitas Health, Razorfish Health, Publicis Touchpoint Communications, and Publicis Medical Education Group, as well as strong regional brands.

Web: [www.publicishealthcare.com](http://www.publicishealthcare.com) | Facebook: [www.facebook.com/publicishealthcare](http://www.facebook.com/publicishealthcare)

## About UBS

U-Link Business Solutions Co. Ltd (UBS) is a full-service agency specializing in pharmaceutical PR, marketing and events management. With offices in Shanghai and Beijing, the agency uses in-depth market intelligence to deliver industry-leading services and capabilities to its clients through brand management and marketing, creative design, medical association relationship-building and CME program development. UBS was founded in 1997 and is based out of Shanghai.

Web: [www.ubs-sh.com](http://www.ubs-sh.com)

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