

Publicis Groupe appoints Bertilla Teo and Michael Lee as co-Chief Executive Officers, Greater China

January 24, 2019 – Shanghai - Publicis Groupe [Euronext Paris FR0000130577, CAC 40] today announced the appointment of its new Greater China Groupe leadership team.

Bertilla Teo, Chief Executive Officer of Publicis Media Greater China, and Michael Lee, Chief Executive Officer of Publicis Communications Greater China, have been appointed Co-Chief Executive Officers of Publicis Groupe Greater China. They will both report directly to Loris Nold, Chief Executive Officer, Publicis Groupe Asia Pacific, Middle East and Africa.

Teo has been with Publicis Groupe for over nine years, first as CEO of Starcom Mediavest Group Greater China, and most recently as CEO of Publicis Media Greater China, a role she held since 2016. Lee, who has been serving as CEO of Publicis Communications Greater China while continuing his role as CEO of Saatchi & Saatchi Greater China since 2016, has been working in the Groupe since 2011.

In their new roles, both Teo and Lee will be responsible to drive Publicis Groupe's transformation in Greater China by accelerating the Groupe's capabilities and game changers, delivering on greater solutions to existing clients and winning the trust of new ones. In addition, their leadership responsibilities will see them grow and develop existing talents within the Groupe, attract the best talents from the market as well as drive further improvement in its resource management across disciplines and solutions.

Teo and Lee will work very closely with Janice Foo and Teguh Chen, respectively Chief Talent Officer and Chief Financial Officer, Publicis Groupe Greater China.

David Gompel, currently Chief Operating Officer of Publicis Communications, moves to the newly created role of Managing Director of Publicis.Sapient APAC, in addition to leading Publicis Groupe digital operations in Greater China.

"I am thrilled with the appointment of Bertilla and Michael. Having worked with them for some time, I am convinced that we have a unique proposition in Greater China," said Nold. "By orchestrating our brands and capabilities under such strong leadership, we can deliver greater value and business impact for our clients, as well as opportunities for our talents in this absolutely critical market. Last but not least, I want to congratulate David on his appointment," he concluded.

"As clients look for integrated solutions, the Power of One model will offer them unparalleled access to a diverse suite of experts and assets within Publicis Groupe Greater China. With Michael and I at the helm, I am confident our partnership will help deliver greater and tangible business value for our clients," Bertilla Teo, co-CEO, Publicis Groupe Greater China.

"Publicis Groupe's pioneering spirit is exactly what makes us a driving force in this challenging and exciting industry. I am very much looking forward to the future as the Power of One," said Michael Lee, co-CEO, Publicis Groupe Greater China.



Publicis Groupe counts 3,500 employees in Greater China across the following agency brands: Starcom, Zenith, Spark Foundry, Blue 449, Performics, Saatchi & Saatchi, Publicis, Leo Burnett, MSL, Digitas and Sapient.

About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: **Publicis Communications** (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), **Publicis Media** (Starcom, Zenith, Spark Foundry, Blue 449, Performics, Digitas), **Publicis.Sapient** (SapientRazorfish & Sapient Consulting) and **Publicis Health**. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

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