



PUBLICIS GROUPE

PRESS RELEASE

## **PUBLICIS GROUPE ACQUIRES SAO PAULO AGENCY GP7 FURTHERING ITS EXPANSION INTO THE BRAZILIAN MARKET**

*Paris, April 26th, 2011* – Publicis Groupe (EURONEXT Paris: FR0000130577) announced today that it has signed an agreement to acquire GP7, a São Paulo-based advertising agency focused on emerging social classes as well as travel and tourism. The agency will be renamed Publicis Red Lion (a unit of Publicis Brazil), and will be aligned with Publicis Worldwide. The CEO of GP7, João Fernando Vassão, will become Managing Director of Publicis Red Lion and will henceforth report to Orlando Marques, CEO of Publicis Brazil.

GP7 was established in 2004 and employs 40 communications specialists. The agency offers the full range of advertising and communications services including creative work, corporate communication, strategic planning, media buying and marketing services. Key clients include CVC Turismo (largest tour operator in Latin America), Car System (car satellite monitoring system), Yakult (dairy products), Webjet Linhas Aéreas (airline company), GJP Hotels & Resorts, and GJP Participações (investment company).

This transaction follows Publicis Groupe's acquisition of a majority stake in the Talent Group last week, as well as 2010 operations such as acquiring Taterka (minority share) and AG2. Bolstering its presence in Brazil remains a key strategic priority for Publicis Groupe. According to ZenithOptimedia forecasts (April 2011), Brazil ad expenditure grew by 18.1% in 2010. The forecasts predict a 9.5% increase over the course of 2011, followed by 7.0% and 7.2% growth in 2012 and 2013 respectively. Brazil is to become the sixth ad market in the world in 2011.

Publicis Groupe has nearly 1, 200 employees in Brazil and is present through its global networks Leo Burnett, Publicis Worldwide, Saatchi & Saatchi, VivaKi, and MSLGROUP.

Jean-Yves Naouri, Executive Chairman of Publicis Worldwide, *"GP7 is yet another step forward in Publicis Worldwide's growth strategy in Brazil which is now its third regional market. This acquisition not only bolsters our teams but also broadens the range of services we can offer our clients at local and international levels."*

João Fernando Vassão, Managing Director at Publicis Red Lion added: *"We have been seeing how Publicis is growing fast in Brazil and around the world and it is exciting for our team to join this great network. Together we will be able to accomplish two main objectives: deliver a powerful structure and network for our current clients, supporting their growth in Brazil and overseas, and also offer a strong knowledge on how to connect brands to emerging social classes, since all of our clients have been building strong business cases for these consumers."*



Orlando Marques, CEO Publicis Brazil: *"With this acquisition, Publicis adds to its portfolio a highly qualified expertise that this unit has in tourism market and also in knowledge about behavior of emerging social classes consumption. This acquisition adds to Publicis Brazil important and representative clients, for whom Publicis can offer the integrated communication services, advertising, digital and Below The Line disciplines. We are confident that Brazilian tourism will grow up strongly with World Cup in 2014 and Olympic Game in 2016."*

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**About Publicis Groupe:**

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe employs approximately 49,000 professionals and offers local and international clients a complete range of advertising services through three global networks: Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing clients to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops new services, tools, and next generation digital platforms. Publicis Groupe offers healthcare communications with Publicis Healthcare Communications Group (PHCG, the first global network in healthcare communications). And with MSLGROUP, one of the world's top five PR and Events networks, also provides expertise in corporate and financial communications, public affairs, branding, and social media marketing.

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

**About Publicis Worldwide**

Publicis Worldwide ranks among the largest global marketing communications companies. The network spans 82 countries with approximately 9,000 employees. Its total offering includes advertising; interactive and digital marketing; CRM and direct marketing. Publicis' blue-chip client portfolio includes some of the world's best known companies: Airbus, Coca-Cola, HP, LG, L'Oréal, Luxottica, Nestlé, Orange, P&G, PayPal, Renault, Siemens, Pernod-Ricard, Sanofi-Aventis, UBS, Telefonica, Zurich.

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