



# Press release

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## **PUBLICIS GROUPE TO ACQUIRE BBR GROUP BECOMING ONE OF ISRAEL'S LEADING COMMUNICATIONS GROUPS**

*"Together, Publicis Groupe and BBR have been creating resonant and powerfully appealing campaigns for more than 15 years. The time is right for us to get even closer and cement our partnership through ownership which makes us one of the leaders in Israel. We have great ambitions for our operations in a region rich in talent and opportunities and I personally hope to see peace established soon,"* comments Maurice Lévy, Chairman & CEO of Publicis Groupe.

Publicis Groupe [EURONEXT PARIS: FR0000130577] announced today its acquisition of BBR Group (BBR), an Israel-based network of boldly creative agencies offering a comprehensive range of advertising and communications services.

Today's transaction follows many years of fruitful collaboration between BBR and Publicis Groupe, notably through the Saatchi & Saatchi and ZenithOptimedia affiliates that have been a part of BBR since 1995.

BBR is also the parent company of a number of other agency brands, including creative agencies Regev Kavitzky and Expert, TV content agency C, and media agency Smart Media, as well as key teams focusing on digital and design. All BBR's agencies will remain autonomous and independently managed, and BBR's founder and Chairman, Yoram Baumann, has been appointed Country Chairman for Publicis Groupe in Israel.

BBR Group, which employs 220 professionals, services a broad portfolio of leading Israeli and international clients. They include DeLek Motors (automotive); Hot (cable TV); Isracard (banking); Procter & Gamble; Strauss (food and beverage) and Super Pharm (retail healthcare). The group's widely acclaimed creative work has garnered awards at the Cannes Lions, D&ADs, Clios, Eurobests and AMEs, but it is best known for the trail-blazing creative work carried out by BBR Saatchi & Saatchi during the "Impossible Brief" initiative launched in June 2010. Creative minds from across the globe presented their ideas on how to bring Palestinians and Israelis closer together, and the best creative concepts were compiled in a book and sent to political leaders around the world. Most recently, the initiative won a gold medal at the New York International Advertising Festival Awards, and BBR was honored with a special award by the United Nations for its "Blood Relations" campaign, which brought together Palestinians and Israelis who had lost family members in the conflict to donate blood as a symbolic act of healing.

Publicis Groupe already benefits from a strong and longstanding presence in Israel through its agencies Publicis Geller Nassis, Leo Burnett, Edologic and Superpush. Today's deal thus creates one of the country's leading communications groups, with over 400 employees spread throughout 23 offices, and networks including Saatchi & Saatchi, ZenithOptimedia, Leo Burnett and Publicis Worldwide.

*"Together, Publicis Groupe and BBR have been creating resonant and powerfully appealing campaigns for more than 15 years,"* said Maurice Lévy, Chairman & CEO of Publicis Groupe. *"The time is right for us to get even closer and cement our partnership through ownership which makes us one of the leaders in Israel. We have great ambitions for our operations in a region rich in talent and opportunities and I personally hope to see peace established soon."*

*"BBR is an important addition to our portfolio of agencies, and with his broad experience and wide-ranging contacts, Yoram Baumann is an excellent choice to lead our operations in Israel,"* said Publicis Groupe COO and Publicis Worldwide Executive Chairman Jean-Yves Naouri. *"Today's deal further underscores our determination to provide the richest possible offer on the Israeli market. The addition of BBR broadens our range of services and ensures our clients can benefit from the best possible work across all capabilities. It also means that BBR will be able to benefit from our Groupe's international scale and global resources."*

*"This is a very exciting development for BBR. Our decision to join forces with Publicis Groupe will allow us to capitalize on the reach and resources of a global group,"* commented BBR Chairman Yoram Baumann. *"We strongly feel that it is in the best interest of our group, our clients and our employees."*

According to the Bank of Israel, the status of the Israeli economy is relatively good compared to Europe and the USA. Its growth figures for 2011 are expected to show an increase of 4.7%, and the Bank forecasts 3.2% growth for 2012. The advertising sector is one of the most innovative and dynamic in the world particularly in the field of digital.

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## 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 54,000 professionals.

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## About BBR Group

BBR Group is one of Israel's largest full service communications groups. With the brands BBR Saatchi & Saatchi, ZenithMedia, Regev Kavitzky, Expert, C and Smart Media, it employs 220 professionals in Tel Aviv. Clients include Hot, Strauss, P&G, Isracard, Derek Motors, Super Pharm, Unilever and many more.

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## Contacts

### Publicis Groupe

Peggy Nahmany  
Martine Hue

Corporate Communication  
Investor Relations

+ 33 (0)1 44 43 72 83

+ 33 (0)1 44 43 65 00

### BBR Group

Yossi Lubaton

Chief Executive Officer

+972 (0) 50 540 04400