



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE ACQUIRES BEIJING-BASED DREAMS
Powering Publicis Healthcare Communication Group's Development in China

Paris, May 12, 2011 — Publicis Groupe announced today that it has acquired Dreams Communication, a Chinese agency specialized in healthcare communications regrouping Beijing Dreams Advertising and Beijing Dreams Zhiyang Communication. Dreams will become part of Publicis Healthcare Communications Group (PHCG) and will be renamed Publicis Life Brands Dreams. The acquisition extends the PHCG China footprint and marks the network's second acquisition in the Asia Pacific region this year, following Watermelon in India in March.

Founded in 2003, Dreams employs nearly 50 people and offers advertising and design, digital, medical education, and event planning services to mainly pharmaceutical and healthcare clients. Dreams rapidly earned a reputation for quality service and delivering creative ideas to its clients including global and regional leaders such as Novartis, Novo Nordisk, Pfizer, Xian-Janssen, Beijing FH Land, and the Ministry of Culture of China.

Bin (Simon) Sun will remain at the helm of Dreams and take the title of Managing Director, Publicis Life Brands Dreams, along with Kathy Zhao, who will become General Manager, Publicis Life Brands Dreams.

Nick Colucci, CEO and President of PHCG, said, *"Adding Dreams to the PHCG portfolio further advances our key strategy to enhance our presence in emerging markets. We are especially excited to have expanded our offering in China—a market we see with tremendous potential for healthcare communications."*

Bin (Simon) Sun, Managing Director of Publicis Life Brands Dreams, added, *"I am pleased that Dreams will become part of the Publicis Healthcare Communications Group. This is an important step in our growth strategy. Working alongside PHCG agencies allows us to benefit from the global expertise of the leading healthcare communications network and will allow us to become a leading healthcare agency in China."*

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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 | Twitter: [@PublicisGroupe](https://twitter.com/PublicisGroupe) | Facebook: 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 nearly 3,000 employees, PHCG manages 17 agency brands through 45 offices located in 11 countries. For more information, visit: www.publicishealthcare.com

About Dreams

Beijing Dreams Advertising and Beijing Dreams Zhiyang Communication ("Dreams") is a full-service advertising agency offering advertising and design, digital, medical education and event planning services. Dreams serves the healthcare and consumer industries, and is noted by its clients for quality service and creative ideas. Dreams was founded in 2003 and is based out of Beijing. The address is: 5th Floor, Building B, Jiahui Center, No 6. Jiqingli Chaoyang District, Beijing 100020. China.

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