

Publicis Groupe appoints Natalie Lam as Chief Creative Officer, APAC & MEA

Publicis Groupe, January 28 2021 – Singapore – Publicis Groupe today announced the appointment of Natalie Lam as its first ever Chief Creative Officer, Asia Pacific, Middle East and Africa.

In this newly created role, Lam will be leading Publicis Groupe's APAC & MEA agenda when it comes to creativity, with an oversight over the creative product as well as managing and activating the creative community across the region. She will focus on driving impact for clients through disruptive, dynamic creative offering. She will be based across Hong Kong and Singapore, reporting to Loris Nold, CEO Asia Pacific, Middle East and Africa, Publicis Groupe.

Lam brings a unique combination of creative leadership, experience, craft and having worked across the US and Asia. She made her mark in the industry with her work on Nike at R/GA, before joining Ogilvy One as regional creative director out of Shanghai in 2008. Then as an ECD at McCann before taking on the ECD role at Razorfish in the US. Most recently, she was at Google in New York, leading the creative team for Art, Copy & Code. Over the years, she worked on many global brands including Coke, Mercedes, Spotify, Nike and Instagram. Given her career path, Natalie's work reflects a unique balance of storytelling and technology.

"I am absolutely thrilled with Natalie joining us, as the first ever Chief Creative Officer for Publicis Groupe in APAC & MEA. She and I have been discussing for quite some time. There is so much ambition behind her joining us. For our clients, for our creative community and for all of us at Publicis Groupe in the region, as creativity is at the core of our offering. There is no doubt in my mind that Natalie is the best talent for this critical role as she brings a unique combination of global and regional experience, world class experience and craft. I am absolutely delighted and I can't wait for us to get started and make some magic !" said Loris Nold.

Says Natalie Lam *"I am extremely honored and excited to be taking on this once-in-a-lifetime dream role. In my year-long discussion with Loris I was impressed with the breadth and depth of the Groupe's offerings and ambition, the region's endless possibilities, and the incredible opportunity to work with the amazing talent pool in the network. Being a New Yorker from Hong Kong, I appreciate the beauty of diverse cultures and the changes that shape our lives everyday around the world. I'm excited*



to join the dynamic community in the region and create work that's modern, relevant, touches lives in positive ways and moves brands forward".

About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 80,000 professionals.

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