



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe Acquires a 49% Stake in the Talent Group in Brazil *Further Strengthening its Foothold in the BRIC Markets*

Paris, France – October 6, 2010 – Publicis Groupe announces it has signed an agreement to acquire a 49% stake in the Talent Group, one of the most prominent advertising groups in Brazil.

The Talent Group provides a wide range of advertising services including strategy, creative, media planning, digital communication, below-the-line, promotion, events, staff training, incentive programs, activation, PR and mass media communication. Employing more than 260 communication specialists, the Talent Group is comprised of two leading full-service agencies: Talent, which gave rise to the group, and QG Propaganda. Talent was founded in 1980 by Julio Ribeiro, and QG was founded in 1991 by Paulo Zoega. Both founders will remain at the head of their respective agency, with the full support of the senior management in place.

Talent Group not only distinguishes itself by its renown creativity, but also by its continuous strong growth, with a record of significantly outperforming the market.

Talent and QG are headquartered in Sao Paulo and QG also has a regional office - QG Sul in Porto Alegre. Talent's client list includes Semp Toshiba (electronics), Santander (banking), Net (cable TV, internet and telephone operator), Ipiranga (fuel), Tigre (PVC products), Alpargatas (fashion); and QG manages accounts for brands such as Dico (home improvement), Serasa (database management), Big (retail), Mapfre (insurance), Ovomaltine (food and beverage), and Mackenzie (university). Following the acquisition of the 49% stake, the Talent Group will be aligned with the Publicis Worldwide global network. The agreement entitles Publicis Groupe to exercise options that could lead to a majority stake in the future.

This transaction is in line with Publicis Groupe's strategy of targeted acquisitions aimed at expanding its leadership in high-growth markets such as Brazil. The move follows Publicis Groupe's acquisition of digital agency AG2 and its minority stake in advertising agency Taterka earlier this year. Brazil is one of the most promising advertising markets in the world.

Publicis Groupe has close to 1,000 employees in Brazil. The Groupe is present through its major brands Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, VivaKi, and MS&LGroup.



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 offers local and international clients a complete range of advertising services through three global advertising 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 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's specialized agencies and marketing services offer healthcare communications with Publicis Healthcare Communications Group (PHCG, the first network in healthcare communications), sustainability communications and multicultural communications. With MS&LGroup, one of the world's top three PR and Events networks, expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events.

Web sites: www.publicisgroupe.com

About Talent

Headquartered in Sao Paulo, and employing more than 160 communications professionals, Talent is one of Brazil's leading full-service advertising and communications agencies. Talent was founded in 1980 by Julio Ribeiro, and the agency has since been recognized internationally through awards shows such as the Cannes Lions 2009 and 2010. Clients include Santander, Net, Ipiranga, Semp Toshiba, Tigre, Alpargatas, among others. For nearly three decades, Talent has remained a top-of-the-line agency, highly competitive and entrepreneurially successful.

Web site : www.talent.com.br

About QG

QG was founded in 1991 by Paulo Zoega and quickly grew to national prominence. The Brazilian agency has 95 employees and services a wide range of clients including Dicico, Serasa, Big, Mapfre, Ovomaltine, and Mackenzie.

Web site : www.qg.com.br

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