



PUBLICIS GROUPE

PRESS RELEASE

JEAN-YVES NAOURI IS NAMED EXECUTIVE CHAIRMAN OF PUBLICIS WORLDWIDE

Richard Pinder leaves Publicis Worldwide

Paris, March 30, 2011 – Publicis Groupe announced today the appointment of Jean-Yves Naouri as Executive Chairman of Publicis Worldwide. This nomination is effective immediately. The Groupe also announces the departure of Richard Pinder, Chief Operating Officer of Publicis Worldwide since 2006.

“I have appointed Jean-Yves Naouri as Executive Chairman of Publicis Worldwide, marking a new chapter in the development of the founding network of our Groupe. Jean-Yves will add this role to his responsibilities as Publicis Groupe’s Chief Operating Officer, in the same way that he supervises business development in China and oversees PHCG. The Publicis Worldwide network has incredible potential and we must power its development even further. I have asked Jean-Yves, who has demonstrated his abilities in all tasks undertaken to date, to take on the ambitious challenge of accelerating Publicis Worldwide’s growth and speeding up its shift to digital so as to make it the most modern and best-connected network in the industry. Above all we want to give our clients the best in terms of innovation, creativity and holistic communication services. I am fully confident that Jean-Yves will succeed in this role.” said Maurice Lévy, Chairman & CEO of Publicis Groupe.

He added, *“Richard Pinder has done an excellent job over the past five years, in close cooperation with Olivier Fleurot in the early days, and subsequently running things on his own. I would like to offer Richard my heartfelt thanks for his loyalty to the Groupe, his dedication and for the achievements he has accomplished with determination and enthusiasm. After 25 years in advertising, including eleven within our Groupe, Richard has told me he would like to turn to fresh challenges. Although I am sorry to see him go, I respect his decision and wish him every success in his future endeavours.”*

“Maurice Lévy gave me incredible opportunities and believed in me by giving me roles from Hong Kong to London and finally running the best operation of the Groupe, Publicis Worldwide. I am enormously grateful for that belief and for what he taught me. After 25 years in the business I have a whole new ambition to realize and I want to focus on that now,” declared Richard Pinder.

“I am honored and thrilled to receive this responsibility. This is a wonderful challenge and opportunity and I want to thank Maurice Lévy for his trust. Publicis Worldwide is a superb brand, with exceptional talents and outstanding clients. I am looking forward to working with them,” said Jean-Yves Naouri.

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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 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'Oreal, Luxottica, Nestle, Orange, P&G, PayPal, Renault, Siemens, Pernod-Ricard, Sanofi-Aventis, UBS, Telefonica, Zurich.

Website: www.publicis.com

Enclosed: Jean-Yves Naouri's biography.

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PUBLICIS GROUPE



Jean-Yves Naouri

Chief Operating Officer, Publicis Groupe
Executive Chairman, Publicis Worldwide
Member of the Publicis Groupe Management Board (*Directoire*)
Member of the Publicis Groupe P12

He joined Publicis Groupe in 1993, as one of the founding partners of Publicis Consultants, a subsidiary of Publicis, specialized in strategic and corporate communication consultancy.

Jean-Yves Naouri holds a Ph.D. of the *Ecole Polytechnique* (graduating class of '79) and is *Chief Engineer* of the *Corps des Mines*, the post-graduate management school.

In 1991, he joined the staff of the Minister of Industry and Foreign Trade, Mr. Dominique Strauss-Kahn, as a Cabinet Advisor. In this position, he was in charge of various industrial sectors: chemical and pharmaceutical industry, health sector, luxury goods, electronic components, consumer electronics and information technology, metallurgical and steel industry. He was also responsible of supervising quality and environment issues for all industrial sectors.

He joined Publicis Groupe in 1993, as one of the founding partners of Publicis Consultants, a subsidiary of Publicis, specialized in strategic and corporate communication consultancy.

In November 2000, Jean-Yves Naouri took the presidency of Publicis Conseil, the Paris flagship agency, founded by Marcel Bleustein-Blanchet in 1926 and led by Maurice Levy since 1975.

In April 2003, Jean-Yves Naouri was appointed Regional Chairman for Publicis Worldwide agencies in Northern Europe (Germany, Austria, Switzerland, Benelux, Nordic and Baltic Countries) and Country Chairman for Publicis Germany.

Jean-Yves Naouri became Executive Vice President of Publicis Groupe in April 2004, and appointed to lead and implement Project Horizon, a strategic plan following the merger with Bcom3. In January 2005, he was additionally appointed to

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head the Publicis Groupe Shared Service Centers, as well as Information Technology, Procurement, Real Estate and Insurance.

In September 2006, Jean-Yves was named Executive Vice President – Group Operations, Publicis Groupe, and Member of the “P12” Board, Executive Committee. In December 2007, he was named Member of the Management Board of Publicis Groupe.

in June 2010, he was named Chief Operating Officer of Publicis Groupe and in March 2011 he was appointed Executive Chairman of Publicis Worldwide.

Jean-Yves Naouri’s responsibilities have been extended and include overseeing Publicis Healthcare Communications Group – PHCG (since July 2008), as well as the Publicis Groupe Production Platforms (May 2009). In April 2010, he was also appointed to lead China Publicis Groupe, and in June 2010, he was named Chief Operating Officer of Publicis Groupe. In March 2011, Jean-Yves Naouri was appointed Executive Chairman of Publicis Worldwide, with the responsibility of overseeing the network.

Jean-Yves Naouri is married and has 3 children.