



PUBLICIS GROUPE

PRESS RELEASE

## **PUBLICIS GROUPE ACQUIRES CISZEWSKI PUBLIC RELATIONS, POLAND'S LARGEST PR AGENCY**

**Paris, December 1<sup>st</sup>, 2011** - Publicis Groupe announced today the acquisition of 100% of Ciszewski, Poland's largest independent public relations firm, with a strong focus on technology PR, financial communications, and consumer- and sports-marketing. Ciszewski's three agency brands - Ciszewski Public Relations, Ciszewski Marketing Sportowy and Ciszewski Financial Communications - will be integrated into MSLGROUP, the flagship specialty communications, public relations and events network of Publicis Groupe. Terms of the transaction were not disclosed.

Ciszewski will operate under the name Ciszewski MSL, and will become MSLGROUP's lead agency brand in Poland. It will work alongside existing agency MSL Warsaw, which focuses on healthcare, corporate and consumer PR. Jerzy Ciszewski, founder and President of Ciszewski, will head MSLGROUP Poland, reporting to Anders Kempe, London-based President of MSLGROUP EMEA. Sebastian Hejnowski, currently Managing Director of Ciszewski PR, will become Chief Operating Officer of MSLGROUP Poland, supported by Pawel Tomczuk, who leads the Financial Communications practice, and Monika Perek, managing director of MSL Warsaw.

Even in Poland's rapidly growing economy, Ciszewski's recent growth has been striking: +59% organic growth in 2010, and an expected 41% increase in 2011. Named 'Agency of the Year' by a survey of Polish marketers in both 2010 and 2011, the agency represents a number of blue-chip and industry-leading marketers, including BNP Paribas, Carlsberg, LG, Microsoft, and Poland's biggest insurer, PZU.

Poland was ranked as Europe's top potential destination for foreign direct investment in a 2010 Ernst & Young European Attractiveness Survey. The IMF forecasts that the country's economy will grow 3.8% in 2011 and 3% in 2012, well above the average European Union forecasts of 1.7% in 2011 and 0.6% in 2012. According to the International Communications Consultancy Organization, total PR spending in Poland was 113 million euro in 2010, with 10% growth forecast for 2011.

Among the first public relations agencies to be set up in Poland, Ciszewski's initial focus was its unique expertise in sports-related programming: founder Jerzy Ciszewski, an athlete and Poland's former Secretary of State in the Ministry for Sport, was responsible for Poland's successful bid to host UEFA Euro 2012. Building on its sports marketing expertise, the pioneering agency has consolidated its skill-set in corporate, financial and technology PR, including social media and crisis communications capabilities.

MSLGROUP CEO Olivier Fleurot commented, *"This is another big step towards the goal of becoming a key player in fast-growing markets, in order to build a world-class network for specialty communications. Ciszewski is an excellent agency and today's acquisition gives us an even stronger position from which to further expand in Central and Eastern Europe. I'm delighted to have them join the family, I know they will fit immediately, we have already been sharing clients and best practice for two years since I met Jerzy and Sebastian."*



Jerzy Ciszewski added, *“I am very happy to announce that we have become a part of Publicis Groupe’s best-in-class PR and specialty communications network, MSLGROUP. This decision gives us access to unique know-how, and opens doors to numerous new business possibilities. It gives us a new perspective on our daily efforts. I deeply believe that, together with our friends from MSLGROUP, we will create impressive and unique PR services for the Polish market.”*

\* \* \*

#### **About MSLGROUP**

MSLGROUP is Publicis Groupe’s PR, speciality communications and engagement group, advisors in all aspects of communication strategy: from consumer PR to employee communications, from public affairs to reputation management and from crisis communications to event management. With more than 3,000 people, its offices span 22 countries. Adding affiliates and partners into the equation, MSLGROUP’s reach increases to 4,000 employees in 83 countries. Today the largest PR network in Greater China and India, the group offers strategic planning and counsel, insight-guided thinking and big, compelling ideas – followed by thorough execution. Learn more about us at: [www.mslgroup.com](http://www.mslgroup.com) + <http://blog.mslgroup.com> + Twitter: @msl\_group + [youtube.com/mslgroupofficial](https://youtube.com/mslgroupofficial)

#### **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 50,000 professionals.

**Web: [www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: @PublicisGroupe | Facebook: [www.facebook.com/publicisgroupe](http://www.facebook.com/publicisgroupe)**

#### **About Ciszewski**

Ciszewski PR is Poland’s largest PR company. It is an active member of the Polish Public Relations Consultancies Association (Związek Firm Public Relations) and the Global Compact program, a United Nations’ strategic policy initiative. Ciszewski’s work has received broad recognition – named “Agency of year in Poland” twice in a row (2010 & 2011) -- and has won numerous prizes, including Golden Clip (Złote Spinacze), Magellan Awards, Golden Drums, Impactor and Kreatura for several campaigns. Website: [www.ciszewski.pr.com](http://www.ciszewski.pr.com)

#### **Contacts**

##### **Publicis Groupe**

Martine Hue, Investor Relations: + 33 (0)1 44 43 65 00  
Peggy Nahmany, Corporate Communication: + 33 (0)1 44 43 72 83

##### **MSLGROUP**

Trudi Harris, Chief Communications Officer : + 33 (0)6 13 73 83 02

##### **Ciszewski**

Jerzy Ciszewski: +48 22 488 41 50