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## Publicis Groupe acquires Resultrix, India's Leading Performance Marketing Agency

*"Clients are demanding best-in-class specialized skills and seamless digital integration at scale. Resultrix has an impressive track record as a leading search and interactive services agency. Their highly sophisticated suite of digital solutions perfectly complements our offering and will solidify our leadership position around the world,"* comments Daina Middleton, Global CEO for Performics.

**Publicis Groupe [Euronext Paris: FR0000130577] announced today the acquisition of Resultrix, an award winning digital marketing agency with an international footprint in India, Singapore, the UAE and the USA. This acquisition strengthens both Publicis Groupe's presence in India as well as its digital dominance.**

Resultrix was founded in 2008 and has aggressively grown to be the leading performance marketing agency in several strategic markets including India and the US. Resultrix employs over 100 specialists across its global offices in New Delhi, Mumbai, Singapore, Seattle and Dubai. The award-winning agency provides a full suite of services including search engine optimization, search engine marketing, online media, web-design, analytics, media buying, social media strategy, and mobile marketing, with a differentiated set of performance-based business models. Resultrix's extensive clientele comprises both international and local brands including: Corbis Corporation, Bupa, Standard Chartered Bank, Airtel, Cleartrip, DBS Bank and Emirates National Bank, among others.

Resultrix will operate as a unit within Performics, under the name 'Resultrix, a Performics Company'. Its founders, Vidur Luthra, CEO, and Gulrez Alam, COO, will continue to lead the agency and will report into Daina Middleton, Global CEO for Performics and Gareth Mulryan, Managing Director of Performics, Asia Pacific.

Daina Middleton comments: *“Clients are demanding best-in-class specialized skills and seamless digital integration at scale. Resultrix has an impressive track record as a leading search and interactive services agency. Their highly sophisticated suite of digital solutions perfectly complements our offering and will solidify our leadership position around the world.”*

Srikant Sastri, VivaKi Country Chair for India adds: *“India promises huge growth potential and opportunities, especially in the area of digital. This investment demonstrates our commitment to developing our networks in fast-growing and important markets and sectors.”*

Vidur Luthra, CEO for Resultrix comments: *“We were founded on the belief that digital advertising provides the opportunity to disrupt the traditional media business models and this is a great opportunity to join a network that is renowned for being at the forefront of the industry. It allows us to realise our ambitions and leverage our skills, strengths and experience across a larger group footprint which is of huge benefit to our clients and teams.”*

Performics is redefining Performance Marketing by applying the principles of search to create highly optimized and participant-centered marketing solutions across all relevant channels, devices and screens. Since early 2011, Performics has expanded its presence and now operates in 18 countries; this new partnership with Resultrix will further enable clients to not only tap into new areas of digital expertise, but benefit from an even more integrated and consistent global offering.

This acquisition confirms Publicis Groupe’s ambition to accelerate its presence in fast-growing markets and develop its capabilities in digital in order to better serve its clients. According to the current ZenithOptimedia Advertising Expenditure Forecast (June 2012), India, the world’s 16<sup>th</sup> largest advertising market, will see an increase in advertising expenditure of 6.8% over the course of 2012. Along with Brazil, Russia and China, India is forecast to account for 35% of total global growth. The acquisition of Resultrix, which is subject to regulatory approval, is a testament to Publicis Groupe’s strategic commitment to expanding its operations across India, where the Groupe aims to double its size by 2015. Most recently it acquired the Mumbai based digital agency, Indigo Consulting.

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## 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 56,000 professionals.

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

## About Resultrix

Resultrix, founded in 2008, is a leading performance based digital marketing agency focused on maximizing clients ROI. Working at the nexus of cutting edge SEM, technology, display, social media, mobile, design and analytics. The company has managed over 120 brands across multiple screens and mediums. Our interactive services include - search engine marketing (SEM), search engine optimization (SEO), web design & development, web analytics, social media marketing & display advertising across screens & platforms. Resultrix has offices in India (Mumbai & Delhi), Dubai, Singapore and USA.

[www.resultrix.com](http://www.resultrix.com)

## About Performix

Performix is the first global performance marketing company partnering with marketers to make smart marketing decisions that improve ROI. Founded in 1998, performance specialists are certified experts in search, affiliate & feeds, and social & display channels across all screens. Performix, headquartered in Chicago with presence in 18 countries and regional centres in London and Singapore, is part of Publicis Groupe

[www.performix.com](http://www.performix.com)

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