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PRESS RELEASE

PUBLICIS GROUPE ACQUIRES QORVIS COMMUNICATIONS

Move makes MSLGROUP a significant player in Washington, D.C. and strengthens its global public affairs capabilities

"This acquisition makes us much stronger in Washington D.C., and a highly engaged player in top economic, public affairs and government issues on the global stage," said Olivier Fleurot, CEO of MSLGROUP.

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] announced today that it has acquired 100% of Qorvis Communications, one of the most respected independent public relations firms in the United States. The agency will become part of MSLGROUP, Publicis Groupe's strategic communications and engagement network.

Counting over 80 professionals and based in Washington, D.C. Qorvis will greatly increase MSLGROUP's presence in the important market. Founded in 2000 by Managing Partner Michael Petruzzello, Qorvis counts numerous high-profile sovereign nations, organizations and global brands among its clients, such as AAMCO, Cisco Systems, The Mayo Clinic, The United States Institute for Peace and the American Pharmacists Association. While much of the firm's work is in public affairs, it also offers strong social and digital and is known for its seamless, fully integrated approach.

As part of the Qorvis acquisition, MSLGROUP also acquires the full-service Clarus Research Group, led by Dr. Ronald A. Faucheux, Ph.D., a respected public opinion and public affairs analyst. Faucheux will also play a leadership role in MSLGROUP North America's overall planning and analytics offering.

Qorvis' ties to numerous governments in emerging markets strengthen an important dimension of MSLGROUP's world-class global network that is already recognized as the largest of its kind in Asia, India, China and Europe.

The combined MSLGROUP and Qorvis operations in Washington, D.C. will operate under the name of Qorvis MSLGROUP with Petruzzello as President. He will also be the agency's North America Practice Director of Public Affairs and will report to Renee Wilson, President of MSLGROUP North America.