

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.

"The acquisition of Qorvis allows us to bring our clients around the world important new relationships and capabilities inside the Beltway and beyond," said Renee Wilson, President, of MSLGROUP North America.

Michael Petruzzello added, *"Today, markets and capitols are more closely linked than ever. Issues no longer recognize national boundaries and the capability to manage issues and reputation demands global reach. With MSLGROUP, we will be able to expand the limits of what we can do for our clients around the world."*

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Qorvis' exceptional corporate and public affairs offerings align well with other best-in-class consultancies that Publicis Groupe has brought into the MSLGROUP network, including the JKL Group in the Nordics and Brussels, CNC in Germany and Kekst & Company in the U.S. Additionally, MSLGROUP's agency PublicisLive has long been the producer for the World Economic Forum in Davos.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBi, Razorfish, Rosetta, VivaKi), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia) and healthcare communications, with Publicis Healthcare Communications Group (PHCG). Present in 108 countries, the Groupe employs 60,000 professionals.

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Viva la Difference !

About MSLGROUP

MSLGROUP is Publicis Groupe's strategic communications and engagement group, advisors in all aspects of communication strategy: from consumer PR to financial communications, from public affairs to reputation management and from crisis communications to event management. With more than 3,500 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 and experiential network in Europe, 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.prodigious.com.

www.mslgroup.com | <http://blog.mslgroup.com> | Twitter @MSLGroup | YouTube : MSL Group Official

Contacts

Publicis Groupe

Peggy Nahmany	Corporate Communication	+ 33 (0)1 44 43 72 83
Martine Hue	Investor Relations	+ 33 (0)1 44 43 65 00
Stéphanie Constand-Atellian	Investor Relations	+ 33 (0)1 44 43 74 44

MSLGROUP

Trudi Harris	Corporate Communication	+ 33 (0)6 13 73 83 02
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MSLGROUP North America

Michael Echter	Communication	+ 1 (646) 500 7914
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Qorvis Communications

Stan Collender	Partner	+1 (202) 683 3131
Becky Brand	Communications	+1 (202) 683-3115