



## **PUBLICIS GROUPE SELLS ITS STAKE IN ROYALTIES TO ITS FOUNDERS**

**Publicis Groupe [Euronext Paris: FR0000130577]** announces today it has sold its stake in the agency Royalties. The Groupe, majority shareholder since 2008, accepted to sell its 60% stake to the founding members.

Royalties and Publicis Groupe will continue to collaborate in order to best serve the interests of their common clients.

Founded in 2008 by David Jobin, Olivier Bontemps and Alexandre de Coupigny, the agency specializes in the strategic brand consulting (positioning, branding, de-branding, visual identity creation), strategic planning, financial valuation and design.

An international agency based in Paris, Royalties counts 20 professionals. Its domain of expertise is based in strategic consulting and creative, with the goal of optimizing the impact of a brand on its target audience.

The agency counts among its principal clients Alcatel-Lucent, Altarea-Cogedim, Atos, the Bouygues group, Castorama, C&A, Deutsch Telekom group, Eurogroup, groupe Galeries Lafayette, Groupama-Gan, Groupe Kingfisher & Castorama, Groupe Nobia, Orange, Orascom Group-Mobinil, Life Technologies, INWI, Pages Jaunes, RMN, SBM Monte-Carlo, Société Générale, Solocal Group, groupe Radio-France, United Holding and TelecelGlobe. These clients have confided their business in Royalties to develop their communications in new areas.

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## 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), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs 62,000 professionals.

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*Viva la Difference !*

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### Royalties

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