



## **PUBLICIS WORLDWIDE EXPANDS ITS DIGITAL EXPERTISE IN THE LATIN AMERICAN AND AFRICAN MARKETS WITH THREE KEY MOVES**

**Publicis Groupe [Euronext Paris: FR0000130577]** announces today the expansion of the Publicis Worldwide network and strengthening of its digital expertise in the African and LatAm regions with two key acquisitions and an investment.

In Africa, Publicis Groupe has acquired Prima Integrated Marketing (Prima), South African below-the-line digital agency and has taken a stake in AG Partners, a pan-African network of communications agencies. Each of these entities will work directly with the multi-door Publicis Worldwide operation in Africa. In LatAm, Publicis Groupe has acquired Lead2Action, one of Mexico's leading digital agency, to be integrated into Publicis Mexico.

Athur Sadoun, CEO of Publicis Worldwide, said, *"LatAm and Africa are key regions for Publicis Worldwide. With Publicis Mexico, we have the creative agency recognized as the best and most effective in the country. In South Africa, we are present through our strong creative and digital agencies, Publicis South Africa and OwenKessel. We keep focusing on strengthening our digital offering and worldwide footprint for the best benefit of our clients in the regions that are strategic for their business. With Lead2Action joining our network in Mexico, Prima in South Africa and our participation in AG Partners, both in the pan-African region, I am confident that we will become the preferred creative partner of our clients in their own digital transformation on both a local and worldwide level."*

### **About Prima Integrated Marketing:**

Based in Cape Town, Prima was founded in 1994 and employs more than 50 professionals across three business units: Prima Plus, the creative hub, Prima Data, specializing in big data, customer insights and research and Prima Interactive, the technical and innovation unit focusing on new media and technologies.

The agency has won many local and international awards from organizations such as Echoes and Assegais (South Africa's elite Direct Marketing Awards). Prima works with international clients such as Adidas, BMW, MINI, Monster, and Virgin Active, among others.

The agency will be rebranded as Prima Arc and will become part of the Publicis Africa Group network. Managing Director Peter Farrell will continue his role in the agency, reporting to Kevin Tromp, CEO of Publicis Africa Group.

Peter Farrell, Managing Director of Prima Integrated Marketing said, *"At Prima, we pride ourselves in delivering consumer centric data-driven marketing capabilities to our clients, smart targeting, and high quality, effective work designed to drive ROI. Joining the Publicis Africa Group network is great news for our clients and staff. We look forward to a rewarding ongoing relationship."*

**About AG Partners Africa:**

AG Partners Africa is a network of full-service agencies with teams dedicated to growth and development of brands in francophone Africa.

With the global support of Publicis Worldwide's network, and the local expertise of AG Partners, the two will partner to offer expert communications services for clients across Africa.

The network's 14 agencies across 13 countries, Benin, Burkina Faso, Cameroon, Central African Republic, Chad, Congo, Democratic Republic of Congo, France, Gabon, Mali, Niger, Senegal and Togo, offer a range of services from creativity and digital to PR and media.

Isabelle Aimonetti will continue in her current role of AG Partners CEO of francophone Africa, and will be under the direct responsibility of Kevin Tromp.

*"Africa's time has come. We are seeing constant signs of positive growth and important investments from our international clients, in every sector. That's why we have been making these simultaneous moves across the continent,"* says Kevin Tromp.

**About Lead2Action:**

Lead2Action is a Mexican digital agency with over 10 years of experience in strategic planning, digital marketing, creativity, technological development, e-commerce, CRM, analytics and digital and social media content.

Lead2Action today counts 120 professionals and serves clients such as Banamex, Best Buy, Hasbro and P&G.

Alejandro Cardoso, Publicis Worldwide Latam CEO added, *"We are very pleased to announce the acquisition of one of the leading digital agencies in the Mexican market. Publicis Mexico, currently ranked as the most creative and effective agency in Mexico, is now adding world class digital talents to its roster. We are sure our clients will benefit from a truly integrated offer with the same level of excellence that characterizes our work."*

“Today we are taking a big step that will certainly bring benefits to our clients, to whom we will be able to provide a wide range of integrated strategic and creative services, by counting on a world class global network,” said Lead2Action founder and CEO, Raul Agiilar.

## 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 !*

## About Publicis Worldwide

Present in over 80 countries with 11,000 employees, Publicis Worldwide's counts amongst some of its major clients Axa, BNP Paribas, Carrefour, Cartier, Citi, Coca-Cola, Haier, Hilton Honors, HP, l'Oréal, LG, Luxottica, Nestlé, Orange, P&G, Paypal, Pernod Ricard, RATP, Renault, Sanofi, Seb, Siemens, Telefonica, Total, and UBS.

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