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PRESS RELEASE



PUBLICIS GROUPE ACQUIRES EQUITY STAKE IN ASIA'S LEADING DIGITAL CREATIVE NETWORK ARCADE

Publicis Groupe [Euronext Paris: FR0000130577] announces today that it has acquired an equity stake in Arcade.

Headquartered in Singapore with offices in Shanghai, Tokyo and Jakarta, Arcade currently employs more than 100 professionals across the region.

Founded by a group of creative entrepreneurs, Arcade has sparked a number of world firsts out of Asia in the last 3 years :

- Created the single largest retail day in the history of Apple with a Chinese New Year campaign in Greater China
- Created the first Android concept store in the world, out of Indonesia. Arcade's design is now the blueprint for global roll out of Android stores
- Created the world's first Google Search story film produced outside of North America
- First Asia based agency to launch a major Unilever brand (Clear Shampoo) in North America

Arcade's key clients include Clear, Closeup, Pond's, Coca-Cola, Google and Ikea.

Arthur Sadoun, CEO of Publicis Worldwide said « *Asia is a strategic priority for us. The Arcade team's core values of creative excellence, entrepreneurship and digital innovation are a perfect match for Publicis Worldwide, as we strive to be the preferred partner of our clients in their digital transformation.* »

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Nick Marrett, founding partner and CEO of Arcade said « *the worlds of marketing, entertainment and information are colliding. Arcade's entrepreneurial approach to creativity helps brands find new ways to thrive in this new and challenging environment. I am thrilled to be joining forces with Publicis as I am confident that it will allow us to accelerate our development across the region for the benefit of our clients and teams. The chemistry and alignment with Publicis was incredibly strong right from the outset.* »

Loris Nold, CEO of PWW in APAC added « *Arcade have built a unique model that allows them to create global and incredibly innovative work of out Asia. Our key clients have made Asia a global hub for some of their brands and we are increasingly working with Asian brands that have global ambitions. Having Nick, Gary, Marc and Matt as partners in the region is a fantastic news for us.* »

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 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. Publicis North America, a regional operating unit of Publicis Worldwide, is comprised of Publicis USA and Publicis Canada. Publicis USA offices include New York-based Publicis Kaplan Thaler, San Francisco-based Riney, Publicis Hawkeye and Publicis Seattle. Publicis Canada has offices in Toronto, Montréal, Calgary and Windsor. The Publicis Worldwide mission is 'To Help Our Clients Lead The Change'.

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