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**about publicis healthcare
communications group**

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Groupe, PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, digital, branding, message delivery, market access, and medical communications. PHCG is dedicated to creating experiences that compel action, change lives, and amplify business outcomes. With more than 5,500 employees, PHCG manages 12 agency brands through 60 offices located in 10 countries. PHCG's brands are Saatchi & Saatchi Wellness, Digita Health, LifeBrands, Publicis Life Brands, Razorfish Health, Heartbeat Ideas, Discovery, in-sync Customer Insights, Publicis Health Media, Publicis Touchpoint Solutions, Maxcess, and Verilogue.

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Publicis Healthcare Communications Group Acquires Langland

NEW YORK, November 10, 2015 — **Publicis Healthcare**

Communications Group (PHCG), a part of Publicis Groupe [Euronext Paris: FR0000130577, CAC40], announces the acquisition of Langland Advertising, Design & Marketing Limited. Langland is head quartered in Windsor, England, and is one of Europe's largest and most highly regarded healthcare communications agencies. Founded in 1991 by Philip and Joanna Chin, the agency employs 100 people, serving a wide portfolio of clients across Europe and North America.

As the world's most creatively awarded healthcare advertising agency, Langland turns healthcare intelligence into creative engagement, making work that cuts through in every channel, whether it's for a product, a service, or a clinical study. The agency is recognised internationally as a flagship for creativity in this sector.

Langland works with 9 of the world's top 10 global pharmaceutical companies launching and revitalising licensed prescription only

medicines and has also developed an outstanding reputation for its work in Patient Access & Retention programmes for clinical trials. Named as Cannes Lions Health Agency of the Year in 2014 and 2015, and Global Healthcare Agency of the Year in 2011, 2012 and 2013, Langland has amassed over 300 awards in recent years, including five Best in Show winners at the IPA Best of Health Awards.

Langland Chief Executive, Philip Chin said, *"Our strategy is to scale and replicate the Langland brand internationally to create a global health and wellness advertising network to better serve the needs of our clients. Following discussions with Nick Colucci, CEO of the Publicis Healthcare Communications Group (PHCG), it was clear that we would realise our ambition better and faster as part of the Publicis Groupe. The alliance will enable Langland to expand its capabilities into more diverse areas and provide our clients with considerable additional advantages through Publicis Groupe's resources and global infrastructure. As well as providing us with the opportunity to grow, we are joining PHCG because Nick understands the importance we place on retaining the operational independence and creatively-led culture*

that has produced almost uninterrupted growth for more than twenty years.”

Nick Colucci, CEO of PHCG added, “Like many people in healthcare communications, I have admired Langland’s exceptional achievements for many years. The outstanding work, which they have created for their clients and the quality of the talent within the company, speaks for itself. Langland is a very special agency and I am proud and delighted that Philip and Joanna have chosen to join the PHCG network for the next stage in the Langland journey. I am excited and very much looking forward to supporting and building the Langland brand globally.”

Philip Chin will continue to lead the Langland business alongside the existing senior management team. Joanna Chin will step down from her role as COO to pursue other opportunities outside of the health and wellness communications sector. Philip will report to Ashley Kuchel, PHCG Group President.

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