



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe in Strategic Joint Venture in China Launches Saatchi & Saatchi Energy Source Integrated Interactive Solutions

Paris, June 19, 2008 – Publicis Groupe today announced a new strategic joint venture between its global advertising network Saatchi & Saatchi, and Energy Source, Chinese leader in interactive solutions. The joint venture will be formed following various governmental approvals. The agency will be called Saatchi & Saatchi Energy Source Integrated Interactive Solutions and will capitalize on the combined strengths of Saatchi & Saatchi's international scale and renowned creative expertise, as well as Energy Source's digital and interactive capabilities, in order to provide solutions to clients through a completely seamless holistic offering.

Based in Shanghai and Guangzhou, Saatchi & Saatchi Energy Source will specialize in integrated interactive solutions, CRM centric marketing and online PR. The client roster already includes prominent brands such as Mead Johnson online communication, Nippon Paint Olympics campaign, Nissan CRM solutions and Intel viral video campaign. Pully Chau, CEO of Saatchi & Saatchi China, will chair this new structure, and Ken Ying, currently CEO of Energy Source has been appointed as vice-Chairman. Anthony Yang, from Saatchi & Saatchi, previously the Head of Interactive, will be the General Manager and lead the joint venture.

China has one of the most dynamic advertising markets in the world. According to ZenithOptimedia forecasts, the total China advertising industry is anticipated to grow 25%, reaching USD 29 billion in 2008. Online advertising is the fastest-growing medium (currently accounting for 7% of the market and estimated at over USD 2 billion for 2008). The Beijing Olympics in 2008 and Shanghai World Expo in 2010 are likely to further stimulate high demand for advertising. Although the agreement with Energy Source is a joint venture and not an acquisition, it clearly demonstrates Publicis Groupe's determination to strengthen its presence in this promising market. This move follows Publicis Groupe's acquisition of Betterway Marketing Solutions and Emotion events management group in 2006, Yong Yang and CCG in 2007, and, most recently, EmporioAsia in 2008. The Groupe is present through all of its global networks and brands and has over 3,000 employees in China.

"This is a revolutionary partnership of two very strong ideas companies united by the dream of transforming China's digital landscape. Although Saatchi & Saatchi and Energy Source come from very different backgrounds with different credentials, we share a common commitment and determination to provide best-in-class services to our clients. Our respective competencies complement each other perfectly. This move will elevate the standard of integrated interactive solutions and bring us powerful growth opportunities," said Pully Chau, CEO of Saatchi & Saatchi China.



“Marketing today is all about being innovative, integrated and interactive. In order to benefit from this new marketing solutions model, companies need to find new ways of cooperating and collaborating. This joint venture is a decisive step for us at Energy Source,” exclaimed Ken Ying, CEO of Energy Source Integrated Interactive Solutions. “We are thrilled to be teaming up with the talent at Saatchi & Saatchi, and to tap into the international scale of Publicis Groupe. There is no limit to the positive synergies we will generate.”

Energy Source Group is a leading digital marketing consulting company in China. ES helps clients to strengthen their core competitive capability through repositioning their business module through innovative operations. Since its establishment in 2001, Energy Source has executed over 700 successful cases for more than 120 international and local clients, with an annual turnover of 29 million US dollars. 240 employees from 20 different fields are employed by ES to pursue the same dream – build the standard in interactive industry. Energy Source stands firmly in the China market through its own perspective towards the challenging world. The company has a strong client network along with a high satisfaction rate. Abundant local experience and international strategic partners has enabled Energy Source to become a leader in the industry.

Web Site: www.energysource-cn.com

Publicis Groupe is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe offers local and international clients a complete range of communication services, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services offering healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

Web Site: www.publicisgroupe.com

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APPENDIX 1

PUBLICIS GROUPE IN CHINA



Graphic available upon request