



PUBLICIS GROUPE

PRESS RELEASE

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Publicis Groupe wins the global competition for Telefónica Móviles - MOVISTAR

Following an international competition among the largest communication groups which lasted close to one year, Publicis Groupe has just won the launch of the worldwide brand MOVISTAR from Telefónica Móviles (the company that manages all Telefónica Group's cellular assets worldwide) in 13 countries.

Telefónica Móviles is the fourth largest worldwide operator of mobile telephony and the leading operator in the Spanish and Portuguese speaking markets with more than 80 million users; Publicis Groupe now becomes Telefónica Móviles's worldwide communication partner.

The competition was fierce. The Publicis Groupe team was lead by Paulo Salles, Regional Chairman & CEO Latin America, Publicis Worldwide, under the impetus of Maurice Lévy, Chairman & CEO of Publicis Groupe, with decisive contributions from Carlos Diaz, CEO of Grupo K-Arc, that has been handling Telefónica Móviles Marketing Service Business in Spain for the last 8 years and Xavi Garcia, Creative Vice President of Publicis Casadevall Pedreño & PRG.

Telefónica Móviles retained the Publicis Groupe proposal for the launch of MOVISTAR because of the quality and the originality of the communications plan presented, which proposed a completely holistic and international approach to launch the brand, wherein all the communication activities (advertising, marketing services...) will contribute to develop brand recognition and brand performance.

The account will be managed by an exclusive, dedicated team based in Madrid, within a specific entity created through a joint venture between Grupo K-Arc, Publicis Casadevall Pedreño and Publicis Latin America, which will be lead by Xabier Olazabal.

Maurice Lévy, Chairman & CEO of Publicis Groupe, said: *"This victory is the result of a long effort, led by an extremely motivated international and multi-network team. Our offer to Telefónica Móviles was entirely made-to-measure, keeping in mind the very specific needs of the client. The launch of an international brand in a sector as competitive as mobile telephony requires a new approach and significant means. The strength of our plan resides once again in our capacity to develop a holistic approach and to deploy that approach internationally in a relevant way."*



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Publicis Groupe (Euronext Paris: FR0000130577 and member of the CAC40 Index - NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. Its activities span 109 countries on five continents.

Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett Worldwide, Publicis Worldwide, Saatchi & Saatchi Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned ; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

Web sites: www.publicis.com and www.finance.publicis.com

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