

PRESS RELEASE



PUBLICIS GROUPE ACQUIRES LEADING SOUTH AFRICAN MEDIA AGENCY AML

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Publicis Groupe (Euronext Paris: FR0000130577) announced today the acquisition of South African media agency Applied Media Logic (AML), which will be aligned with the global media network ZenithOptimedia.

Based in Johannesburg, AML was launched in 2002 and has a staff of 35 media professionals including digital specialists, strategists and media investment advisors. AML is a top 10 media agency in South Africa, and the agency's blue chip clients include: L'Oréal, Reckitt Benckiser, FutureLife, Frank.net, House of Mandela, Fedhealth and Nashua. In 2009, AML was recognized by Finweek's AdReview as the Media Agency of the Year in its category.

Following the acquisition, the agency will be branded ZenithOptimedia South Africa. AML's current Managing Director Kim Weissensee will lead the company as CEO of ZenithOptimedia South Africa.

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Kim Weissensee, Managing Director of AML, said: *"Over the past 10 years, we have grown AML into one of the leading and most progressive media agencies in South Africa. Now is the right time for us to make the next move in our rapid growth strategy, and ZenithOptimedia is an apt partner and an ideal cultural fit for our business. We are all very excited about the new ZenithOptimedia South Africa."*

This acquisition follows that of the digital marketing agency, Synergize, into Saatchi & Saatchi South Africa in December 2013. According to ZenithOptimedia, South Africa is the eighth fastest growing advertising market in the world between 2013 and 2016, driving the next wave of adspend growth.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. The Groupe offers the full range of services and skills: digital (DigitasLBI, Razorfish, Rosetta, VivaKi), creative services (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia) and healthcare communications, with Publicis Healthcare Communications Group (PHCG). Present in 108 countries, the Groupe employs 60,000 professionals.

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About ZenithOptimedia

ZenithOptimedia - www.zenithoptimedia.com - is a leading global media services network with 250 offices in 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our Key clients include Armani Group, ASUS, Aviva, Bacardi-Martini, BBC Worldwide, Electrolux, General Mills, Lactalis, LVMH, Nestlé, News Corporation, L'Oréal, Oracle, Puma, Qantas, Reckitt Benckiser, Richemont Group, Royal Bank of Scotland, Sanofi, SCA, Telefónica O2, Toyota/Lexus, Verizon and Whirlpool.

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