

Publicis Groupe appoints Agathe Bousquet as President of the Groupe in France

April 18, 2017 - Publicis Groupe [Euronext Paris: FR0000130577, CAC 40] announces the appointment of Agathe Bousquet as President of Publicis Groupe in France. This appointment comes in the context of Publicis Groupe's transformation which began eighteen months ago and led to The Power of One – breaking down silos across expertise and putting the Groupe's clients at the core in order to provide them with solutions that best fit their needs.

The appointment of Agathe Bousquet will enable the Groupe to accelerate this momentum. She will report to Arthur Sadoun who will become Chairman & CEO of Publicis Groupe on June 1, 2017. She will oversee all business conducted by the Groupe's agencies in France across all four Solution Hubs – Publicis Communications, Publicis Media, Publicis.Sapient and Publicis Health.

"Our transformation, launched in December 2015, has completely changed our business model. Thanks to The Power of One approach, we are able to go above and beyond our clients' expectations. The appointment of Agathe Bousquet is a new step for our organization. Agathe will be responsible for helping our clients get the most out of the Groupe's assets and to benefit from the full spectrum of Publicis Groupe's resources. We are certain of the efficiency of this model, which once well-established, could be extended to other countries," said Maurice Lévy, Chairman and CEO of Publicis Groupe.

"Our clients need to accelerate their growth, reduce their costs and reinforce their brands. In order to do this, they not only have to transform their marketing, but also their business models. Our leadership in France across creative, media and technology uniquely positions us to accompany them to meet these challenges. Agathe's task will be to bring all of our talents to work together and to integrate all of our expertise in order to reinvent our relationships with our clients and reinforce our positioning as the strategic partner in their own transformation," adds Arthur Sadoun, CEO of Publicis Communications.

"Maurice Lévy and I are very pleased to welcome Agathe to Publicis Groupe. From the start of her career in the non-profit sector right up to her chairing of Havas Paris, Agathe has been remarkably committed from the personal and professional points of view, enabling her to establish strong ties with teams and clients alike. We are convinced that she will rapidly assimilate our Groupe culture and work very closely with our agency leaders to ensure Publicis and its clients continue to be winners in France," he concluded.



About Agathe Bousquet

Agathe Bousquet is 43 years old, she is a graduate of *Sciences-Po Paris*, and holds a master's degree in political philosophy and a master's in management from the University of Paris-Dauphine.

She began her career in the non-profit sector, with *Solidarité Sida* (association helping AIDS patients). She was a volunteer from the inception of this organization in 1992. When she completed her studies in 1996, she chose to manage this association full-time for the first five years of her career. This involved numerous fund-raising campaigns, but also campaigns aimed at awareness-raising and prevention in France and abroad. This also entailed playing an active part in the creation of the *Solidays* music festival.

In 2001, she decided to join the world of communications that she had called upon extensively for her association. She became a consultant within the Brands Division at Euro RSCG Corporate which was then headed by Stéphane Fouks and Laurent Habib. Two years later she was promoted Associate Director of Euro RSCG C&O, in charge of large accounts such as AREVA, Orange Business Services, Amgen, McDonald's, and the French Red Cross, among others. In 2008, she became a partner in the agency, in charge of development and communications. Two years further on she was named Deputy CEO and then, in 2012, Yannick Bolloré appointed her Chair and CEO of the agency that had since become Havas Paris. Agathe Bousquet has held that position ever since, even after Havas Paris merged with Havas 360 at the end of 2015.

Agathe Bousquet is still a Director and volunteer at *Solidarité Sida*. She is also a member of the board of France's AACC (*Association des Agences-Conseils en Communication*).

About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), Publicis Media (Starcom, Zenith, Mediavest | Spark, Blue 449, Performics), Publicis.Sapient (SapientRazorfish, DigitasLBi, Sapient Consulting) and Publicis Health. These 4 Solution hubs operate across principal markets, and are carried across all others by Publicis One, a fully integrated service offering bringing together the Groupe's expertise under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals. www.publicisgroupe.com | Twitter: @PublicisGroupe | Facebook: www.facebook.com/publicisgroupe | LinkedIn : Publicis Groupe | <http://www.youtube.com/user/PublicisGroupe> | *Viva la Difference!*

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