



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE FURTHER ACCELERATES DIGITAL EXPANSION IN CHINA WITH GOMYE ACQUISITION

Move boosts China Publicis Modem in Beijing and key cities in western China poised for high growth

Paris, France, November 29, 2011 -- Publicis Groupe [EURONEXT Paris: FR0000130577] announced today that it has acquired 100% of Gomye, a full service digital agency providing integrated and interactive marketing services, with offices in Beijing as well as Chengdu and Chongqing, two rapidly growing major cities in western China. Gomye will be rebranded to become Publicis Modem Beijing (the digital arm of Publicis Worldwide in Beijing) and Publicis Modem Chengdu. The agency's 51 staff members will be folded into Publicis' local team. Its CEO, Alan Yang, will become Managing Director of Publicis Modem Beijing and Publicis Modem Chengdu, and will report to the CEO of Publicis Beijing.

Coupled with the acquisition of Shanghai agency Wangfan earlier this month, the acquisition of Gomye, which remains subject to the approval of the relevant authorities, further emphasizes Publicis Worldwide's strong commitment to building leading digital capabilities across China.

Founded in 2003, Gomye's superior digital expertise, coupled with its leading position in Chengdu and Chongqing, ideally place the agency to benefit from the strong growth potential of China's most important western cities. Following a period of investment in the coastal metropolises of Beijing, Shanghai and Guangzhou, China's 2011-2016 Five Year Plan, approved in March 2011, gives priority focus to developing the country's vast interior. Chengdu – the capital city of Sichuan province -- and its sister city Chongqing are among the economic, transportation and communications hubs designated for massive investment and rapid growth. Gomye's clients includes Vanke Real Estate (China's largest residential developer), movie and media company Huayi Brothers Media Group, liquor company Wuliangye Yibin, China Mobile and China Telecom.

Today's announcement is the latest in a series of China agency acquisitions for Publicis Groupe that includes Wangfan (November 2011), Genedigi (June 2011), Dreams (May 2011), Interactive Communications Ltd (February 2011), and Eastwei Relations (November 2010). It is in line with Publicis Groupe's objective to double its size in the fast-growing Chinese market between 2010 and 2012-- part of an overall strategy of strongly boosting revenue derived from emerging economies and the digital sector worldwide.

According to ZenithOptimedia, ad expenditure rose by 25.3% in China in 2010. Further double-digit growth is expected through 2013, driven specifically by Internet advertising, whose share of total spend will rise from around 18% in 2010 to 27% by the end of 2013.

"Acquiring Gomye is a particularly important move for us. It not only further strengthens our digital capabilities in Beijing but also gives us the critical ability to offer our clients significant digital expertise in the booming cities of Chengdu and Chongqing" commented Jean-Yves Naouri, Publicis Groupe COO and Chairman of China Publicis Groupe. *"We know that the biggest winners in China will be those who develop strong relationships with key leaders and a deep understanding*



of the unique business culture of the local markets. In acquiring Gomye, we're further positioning ourselves to benefit from the increase in consumption as the country re-balances its economy and the tier-two cities surge forward."

"I'm delighted that I and my team will be joining Publicis," said Alan Yang, co-founder and CEO of Gomye. "The combination of the international strength of Publicis -- with its powerful brand influence and media resources -- together with our strong skills in our local markets will give us very significant impact in the digital sector in China."

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About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, part of the CAC 40 index] is the third largest communications group in the world, offering the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe's media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs 50,000 professionals.

Web: www.publicisgroupe.com | **Twitter:** [@PublicisGroupe](https://twitter.com/PublicisGroupe) | **Facebook:** www.facebook.com/publicisgroupe

About Publicis Worldwide

Publicis Worldwide ranks among the largest global marketing communications companies. The network spans 82 countries with approximately 9,000 employees. Its total offering includes advertising; interactive and digital marketing; CRM and direct marketing. Publicis' blue-chip client portfolio includes some of the world's best known companies: Airbus, Coca-Cola, HP, LG, L'Oreal, Luxottica, Nestle, Orange, P&G, PayPal, Renault, Siemens, Pernod-Ricard, Sanofi-Aventis, UBS, Telefonica, Zurich.

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