



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe Takes Majority Stake in Brazil's Talent Group

Paris, France, April 18, 2011 – Publicis Groupe has announced the acquisition of a further 11% in Brazil's Talent Group, bringing its stake up to 60%. The increased participation follows Publicis Groupe's acquisition of 49% of the agency in October 2010. This latest move does not impact Talent management, and the agency remains under the leadership of founding partners Julio Ribeiro and Paulo Zoega. Talent will continue to align under the Publicis Worldwide global advertising network. Publicis Groupe will be able to consolidate Talent in its numbers from April 5, 2011.

With more than 230 employees, Talent is one of the most prominent advertising groups in Brazil, and provides advertising services such as strategy, creative, media planning, digital communication, below-the-line, promotion, activation and mass media communication. The agency services clients such as Semp Toshiba (electronics), Santander (banking), Net (cable TV, internet and telephone operator), Ipiranga (fuel), Tigre (PVC products), Alpargatas (fashion), Dicico (home improvement), Serasa Experian (database management), Jequiti Cosméticos (beauty and health care), Mapfre (insurance), Ovomaltine (food and beverage), Adria Alimentos (food) and Monsanto (biotechnology).

This transaction is in line with Publicis Groupe's strategy of targeted acquisitions aimed at bolstering its presence in high-growth markets such as Brazil. According to ZenithOptimedia forecasts (April 2011), Brazil ad expenditure grew by 18.1% in 2010. The forecasts predict a 9.5% increase over the course of 2011, followed by 7.0% and 7.2% growth in 2012 and 2013 respectively. Brazil is to become the sixth ad market in the world in 2011.

Publicis Groupe has close to 900 employees in Brazil and is present through its global networks Leo Burnett, Publicis Worldwide, Saatchi & Saatchi, VivaKi, and MSLGROUP.

Comments Jean-Yves Naouri, Chief Operating Officer Publicis Groupe & Executive Chairman Publicis Worldwide, *"Brazil is one of the most promising markets in the world and Talent is one of the most accomplished agencies in Brazil. This partnership will fuel growth for both partners and signals Publicis Worldwide's continued intent to build strength in fast moving BRIC markets"*.

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About Publicis Groupe

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe employs approximately 49,000 professionals and offers local and international clients a complete range of advertising services through three global networks: Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing clients to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops new services, tools, and next generation digital platforms. Publicis Groupe offers healthcare communications with Publicis Healthcare Communications Group (PHCG, the first global network in healthcare communications). And with MSLGROUP, one of the world's top five PR and Events networks, also provides expertise in corporate and financial communications, public affairs, branding, and social media marketing.

Website: 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'Oréal, Luxottica, Nestlé, Orange, P&G, PayPal, Renault, Siemens, Pernod-Ricard, Sanofi-Aventis, UBS, Telefonica, Zurich.

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