



Press release

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PUBLICIS GROUPE ACQUIRES AR NEW YORK, AN OUTSTANDING LUXURY ADVERTISING AGENCY

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Publicis Groupe [Euronext Paris: FR0000130577] announced today the acquisition of 100% of AR New York, among the leading full-service advertising agencies in the United States dedicated to the luxury goods, fashion and beauty industries. AR New York will become part of Publicis Worldwide, the Groupe's historic advertising network. The move highlights Publicis Worldwide's commitment to identifying promising market opportunities and investing in high-growth segments.

AR New York is the agency-of-record for many of the world's leading fashion, luxury and beauty brands. It has helped to build a number of iconic global brands, including Asprey, Banana Republic, Brioni, Brooks Brothers, Conrad Hotels & Resorts, DFS, Dolce & Gabbana, Jimmy Choo, Moët & Chandon, Neiman Marcus, Salvatore Ferragamo, Smartwater, St. Regis Hotels & Resorts, Valentino, Versace, Vogue Magazine and Waldorf Astoria. The agency was founded in 1996 by Raul Martinez and Alex Gonzalez. Current CEO Dianne desRoches joined as a third partner in 2000, bringing a strategic background and strengthening the agency's ability to balance both the business and creative demands of brands. Their team comprises some 50 communications professionals based in Manhattan.

AR New York will retain its name within the Publicis Worldwide global network, and will continue to service its core luxury and fashion markets. Founding partner Raul Martinez (Chief Creative Officer) and Dianne desRoches (CEO) will remain at the head of the agency, and will report to Jean-Yves Naouri, Chief Operating Officer of Publicis Groupe and Executive Chairman of Publicis Worldwide.

With this acquisition, Publicis Worldwide completes the creation of a new network of agencies dedicated to serving the luxury goods, fashion and beauty industries worldwide. Alongside AR New York, there is Publicis Shanghai, Publicis 133 and Publicis Et Nous, both strongly positioned luxury poles based in Paris.

"The luxury market is an advertising segment ripe with investment opportunity," said Jean-Yves Naouri. "It is forecast to grow by up to 7% in 2012, defying global turmoil and breaking into new markets. We are especially pleased to welcome the AR New York teams to Publicis Worldwide. They are passionate about the powerful influence of contemporary arts, design and culture on consumers' engagement with brands, and this vitality and focus is the drive behind the award-winning work they create for their clients."

"Publicis Groupe is the perfect partner for us, and we couldn't imagine a better next step," added Raul Martinez and Dianne desRoches. "We share a common vision, including the strong emphasis we place on creativity and strategy. We believe that by leveraging Publicis' global reach and resources, we will be able to better meet the needs of global clients. AR New York will now have the expanded resources of Publicis Groupe to continue to deepen our international growth — particularly in Asia and India, where many of our clients are actively driving new initiatives."

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 (Digitas, Razorfish, Rosetta, VivaKi), traditional advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media buying and strategy (Starcom MediaVest Group and ZenithOptimedia) and specialized communications with PHCG (Publicis Healthcare Communications Group). Present in 104 countries, the Groupe employs 56,000 professionals.

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