



# Press release

# 07/10/13



## **PUBLICIS GROUPE ACQUIRES NET@LK, A LEADING SOCIAL MEDIA SERVICES PROVIDER IN CHINA**

Jean-Yves Naouri, COO, Publicis Groupe, commented, *"The Net@lk acquisition is another realisation of the Publicis Groupe strategy for digital leadership in China, demonstrating our commitment to developing our networks in fast-growing markets and sectors. Net@lk bolsters our existing team expertise providing both our local and multinational clients best-in-class services."*

Publicis Groupe [EURONEXT Paris: FR0000130577] today announced the acquisition of Net@lk, one of China's leading social media services providers.

Specialising in delivering tailor-made social influence marketing campaigns to clients and building brands in a social context, Net@lk is a group comprised of four stand-alone business divisions: Net@lk and Simone, providing social media services; Lenx, producing social content; and Buzzreader, engaging in social intelligence including monitoring, research and analytics, covering most social platforms in China, such as Weibo, Renren, Youku, Taobao, and WeChat.

Founded in 2007 Shanghai's Net@lk has aggressively grown and now employs a team of over 350 people in six cities (Shanghai, Beijing, Hefei, Chengdu, Nanjing, Xiamen) offering research, insight, strategic planning, branded content creation, engagement, and analytics in the realm of social media. Net@lk services more than 200 clients both local and multinational, including Coca Cola, Pernod Ricard, Walmart and Adidas – all of which have been with the agency from the year of its creation.

Net@lk and Lenx will be aligned with DigitasLBi, creating one of the largest agencies in China developing socially-connected consumer engagement strategies to drive business results. Simone will be merged with the social media division of Razorfish, strengthening its existing capabilities, and Buzzreader will be aligned with VivaKi, making this social intelligence capability available to the entire Publicis Groupe. The move follows a number of recent acquisitions announced by Publicis Groupe and further strengthens the Groupe's presence in China as well

as its global digital leadership.

Existing Net@lk CEO Lamy Zhang will lead the newly merged DigitasLBI Net@lk operation, and will report to Roy Capon, CEO of DigitasLBI APAC.

*"We committed to grow our digital marketing capabilities in China on the dual strategic pillars of e-commerce and social media," said Vincent Dignonnet, Executive Chairman of Razorfish and DigitasLBI networks in APAC. "The acquisition of Longtuo in May 2012 enhanced Razorfish's e-commerce development capability and the acquisition of Net@lk completes our two-pronged strategy making DigitasLBI the leading socially-led digital marketing network in China."*

*"We are proud to join a group as steeped in history and success as Publicis Groupe and see this as the most exciting step in our onward journey," added Lamy Zhang. "We look forward to bringing full digital marketing and e-commerce capabilities to our clients and continuing to pioneer social media expertise in China."*

Jean-Yves Naouri, COO, Publicis Groupe, commented, *"The Net@lk acquisition is another realisation of the Publicis Groupe strategy for digital leadership in China, demonstrating our commitment to developing our networks in fast-growing markets and sectors. Net@lk bolsters our existing team expertise providing both our local and multinational clients best-in-class services."*

The Groupe counts 84 agencies in China with a total headcount of 6,300 permanent staff through its brands Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, VivaKi, MSLGROUP, PHCG, DigitasLBI and Razorfish.

## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. We offer 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.

[www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: @PublicisGroupe | Facebook: [www.facebook.com/publicisgroupe](http://www.facebook.com/publicisgroupe)

*Viva la Difference !*

## About DigitasLBI

DigitasLBI, the leading, "most complete" global digital agency network, partners with some of the foremost marketers and brands in the world. Also a top ten global agency, DigitasLBI comprises of 5,700 best-in-class digital and technology experts in 25 countries around the world.

In 2012, Digitas and LBI received a combined total of over 200 awards globally including two Cannes Lions Grand Prix's and SXSW People's Choice Award. Digitas was also recently named OMMA Agency of the Year 2012 and LBI UK Digital Agency of the Year 2012 by Marketing magazine. Digitas USA operates the brand content platform, The Third Act: producers of first and most well renowned event on digital content, The NewFront.

## About Razorfish

Razorfish, ranked in Advertising Age's A-List top ten in 2012 and 2013, creates experiences that build businesses. As one of the largest interactive marketing and technology companies in the world, Razorfish helps its clients build better brands by delivering business results through customer experiences. Razorfish combines the best thought leadership of the consulting world with the leading capabilities of the marketing services industry to support our clients' business needs, such as launching new products, repositioning a brand or participating in the social world. Razorfish has 3,000 digital professionals, with offices in Australia, Brazil, China, Germany, Hong Kong, Japan, the UK and the United States. Clients include Audi, C&A, Delta, DHL, McDonald's, Nike, Samsung and Unilever. Razorfish is part of Publicis Groupe.

For further information: <http://www.razorfish.com> | Twitter: @razorfish | Facebook: [www.facebook.com/razorfish](http://www.facebook.com/razorfish)

## About VivaKi

Part of Publicis Groupe (Euronext Paris Exchange: FR0000130577; and part of the CAC 40 index), the world's third largest communications group, VivaKi was established in 2008 to propel the digital transformation and expertise of the Groupe and its agencies. Today VivaKi is the global leader in digital advertising solutions, working with the world's leading organizations and most innovative start-ups to navigate the evolving and chaotic media landscape. Across the globe, VivaKi employs more than

300 engineers, technology experts, product designers, analysts and digital marketing professionals.  
Visit us online at [www.vivaki.com](http://www.vivaki.com) or follow us on Twitter: [@Vivaki](https://twitter.com/Vivaki)

## About Net@lk

Net@lk, founded in 2007, is China's leading social media company. Having worked with over 60 Fortune, 500 companies and almost 300 top brands over its history, Net@lk specializes in all-inclusive solutions for all of a brand's social networking needs. With in-house creative, implementation, media, production house, and measurement services, Net@lk has been a trailblazer in China for developing socially led marketing strategy and leveraging consumer engagement. Currently employing 350 staff, Net@lk has offices in six cities across China, including Shanghai, Beijing, Chengdu, Hefei, Xiamen, and Nanjing.

## Contacts

### Publicis Groupe

Peggy Nahmany

Martine Hue

Stéphanie Constand-Atellian

Corporate Communication

Investor Relations

Investor Relations

+ 33 (0)1 44 43 72 83

+ 33 (0)1 44 43 65 00

+ 33 (0)1 44 43 74 44

### Digitas

Jill Kelly

EVP, Global Director,  
Corporate Communications

+1 646-735-7330