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PRESS RELEASE



PUBLICIS GROUPE BROADENS HEALTHCARE EXPERTISE

Acquisition of Verilogue Brings Unique Technology and
Insights to The Physician-Patient Conversation

Jean-Yves Naouri, COO of Publicis Groupe declared, *"We continue to seek opportunities in innovative technologies in the healthcare communications space as this category continues to grow. Verilogue's unique specialty in using technology to provide insights on conversations between physicians and patients represents the future direction of healthcare and enhances PHCG's competitive advantage and leadership in this space."*

Publicis Groupe (Euronext Paris: FR0000130577) announced today that it has acquired Verilogue Inc., a leading healthcare analytics firm specializing in physician-patient communication based in the U.S. Verilogue will become part of Publicis Healthcare Communications Group (PHCG), the largest healthcare communications network in the world.

Founded in 2006, Verilogue is a technology-enabled marketing insights company specializing in the worldwide digital capture and linguistic analysis of real-world encounters between physicians, nurses, patients, and caregivers in North America, Europe, and Asia.

The acquisition of Verilogue further strengthens PHCG's portfolio by providing clients with expanded set of customer insight capabilities and new evidence-based customer communications and training programs. As part of the transaction, Verilogue's primary investor, Edison Venture Fund, will exit the company.

Verilogue's 31 employees will continue to be led by CEO and co-founder Jeff Kozloff and maintain its brand name and current Horsham, Pennsylvania headquarters. The agency will report to Janet Winkler, President of in-sync Group, a division of PHCG.

Nick Colucci, President and CEO of PHCG, said, *"Multichannel influences are creating profound challenges in the physician-patient dialogue. That's where Verilogue really brings a unique offering to our clients—guiding healthcare communications that are grounded in the voice of the customer."* Colucci continued, *"We were attracted to Verilogue because of their impressive track record and potential for growth when combined with the resources of our global network."*

Kozloff continued, *“The greatest advances in healthcare delivery over the next decade will be driven by evidence-based solutions delivered at various points-of-care. Aligning ourselves with PHCG’s market-leading agencies and impressive talent and resources allows us to enter a new chapter.”* He explained, *“We will be able to immediately expand our global presence and transform our insights engine into solutions, driving client value through improved customer experiences.”*

Jean-Yves Naouri, COO of Publicis Groupe declared, *“We continue to seek opportunities in innovative technologies in the healthcare communications space as this category continues to grow. Verilogue’s unique specialty in using technology to provide insights on conversations between physicians and patients represents the future direction of healthcare and enhances PHCG’s competitive advantage and leadership in this space.”*

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 | Twitter: @PublicisGroupe | Facebook: www.facebook.com/publicisgroupe | LinkedIn : Publicis Groupe | <http://www.youtube.com/user/PublicisGroupe> | *Viva la Difference !*

About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Groupe, PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, and medical and scientific affairs. PHCG is dedicated to creating experiences that compel action, change lives, and amplify business outcomes. With nearly 5,000 employees, PHCG manages nearly 12 agency brands through 60 offices located in 11 countries. PHCG’s global brands are Saatchi & Saatchi Health, Publicis Life Brands, Digitas Health, Razorfish Healthware, Discovery, Medicus International, Publicis Health Media, and Publicis Touchpoint Solutions.

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