

# PRESS RELEASE



## PUBLICIS GROUPE ACQUIRES 75.1% OF WALKER MEDIA

Steve King, CEO Worldwide, ZenithOptimedia said, *"Walker Media is the biggest and most successful independent media agency in the UK and we are absolutely delighted to welcome them to the ZenithOptimedia family. The agency was built and developed on the principle of client centricity and its incredible success is testament to this. I have known Phil Georgiadis for many years and I couldn't think of a better person to lead our new media network in the UK."*

**Publicis Groupe (Euronext Paris: FR0000130577)** announced today the acquisition of Walker Media in the UK. M&C Saatchi, the current owner of Walker Media, will retain a 24.9% shareholding.

Walker Media was formed in 1998 by Christine Walker and Phil Georgiadis, and today counts over 130 employees. It is one of the leading independent media agencies in the UK, retaining a place in the top 10 UK media agency ranking, and commanding a list of long-standing blue chip clients, including Marks & Spencer, Dixons Group, KFC, Halfords and Weetabix.

Under the terms of the agreement, Walker Media will become part of the ZenithOptimedia Group. It will remain as a separate agency in the UK, and will be a key cornerstone of a new global media network that will sit within the ZenithOptimedia Group. The new network will be launched in 2014.

The Walker Media board will be comprised of:

- Phil Georgiadis, Chairman, Walker Media
- Simon Davis, CEO, Walker Media
- Steve King, CEO, Worldwide, ZenithOptimedia
- Adrian Sayliss, COO, Worldwide, ZenithOptimedia
- David Kershaw, CEO, M&C Saatchi
- Jamie Hewitt, Group Finance Director, M&C Saatchi

The new ZenithOptimedia Group in the UK will be comprised of: Zenith, Optimedia, ZenithOptimedia Worldwide, Walker Media, Performics (digital performance marketing), Newcast (branded content), Ninah (analytics) and Sponsorship Intelligence. The group will count more than 500 employees.

Steve King, CEO Worldwide, ZenithOptimedia said, *“Walker Media is the biggest and most successful independent media agency in the UK and we are absolutely delighted to welcome them to the ZenithOptimedia family. The agency was built and developed on the principle of client centricity and its incredible success is testament to this. I have known Phil Georgiadis for many years and I couldn’t think of a better person to lead our new media network in the UK.”*

Phil Georgiadis, Chairman, Walker Media, said, *“Simon and I feel the time is right to expand our offering globally whilst keeping our core proposition intact, and we identified ZenithOptimedia as an organisation who could support that vision brilliantly. We are delighted with the prospect of being part of the ZenithOptimedia Group and of being the UK agency of an exciting new international network brand.”*

David Kershaw, CEO, M&C Saatchi, said, *“This new network will be of great value to our worldwide client base. Walker Media will benefit from the geographic reach and scale opportunities within ZenithOptimedia and Publicis Groupe whilst importantly retaining the spirit of the Walker Media brand.”*

## 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.

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## About ZenithOptimedia

ZenithOptimedia - [www.zenithoptimedia.com](http://www.zenithoptimedia.com) - is a leading global media services network with 250 offices in 74 countries. We are part of Publicis Groupe, the world’s third largest communications group, and the world’s second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our Key clients include Armani Group, ASUS, Aviva, Bacardi-Martini, BBC Worldwide, Electrolux, General Mills, Lactalis, LVMH, Nestlé, News Corporation, L’Oréal, Oracle, Puma, Qantas, Reckitt Benckiser, Richemont Group, Royal Bank of Scotland, Sanofi, SCA, Telefónica O2, Toyota/Lexus, Verizon and Whirlpool.

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## About M&C Saatchi

M&C Saatchi is a global marketing services business working across a wide variety of industry sectors. We are a federation of entrepreneurs, built through start-ups and owner managers with 26 offices in 18 countries all united by our commitment to our philosophy: Brutal Simplicity of Thought.

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