



Press Release

03/15/12



Publicis Groupe [EURONEXT Paris: FR0000130577] announces Sébastien Danet's appointment as Chairman of VivaKi France.

Danet will replace Daniel Saada, whose career within the Groupe has spanned two decades. Saada will retain a consulting role within VivaKi.

Sébastien Danet, currently the CEO of ZenithOptimedia in France and the Benelux countries, will replace Daniel Saada as Chairman of VivaKi France, Publicis Groupe announced today. The appointment will become effective on April 2, 2012.

Danet will work closely with the management teams of Digitas, Duke-Razorfish, StarcomMediaVest and ZenithOptimedia to promote the growth of their agencies thanks to broad deployment of their service offerings.

To effect this, Danet will place VivaKi's structures at their disposal, including the VivaKi Nerve Center's R&D and technological models; the VivaKi Institute's training and coaching resources; and VivaKi Exchange's purchasing platform, thus accelerating improvement of their product and strengthening their competitive advantage. In France, VivaKi employs close to 1000 people at its offices in Levallois-Perret, just outside Paris.

Danet will report to Jack Klues, Global CEO of VivaKi.

“This handover, which has been planned for almost a year, is taking place in perfect harmony,” commented Maurice Lévy, Chairman and CEO of Publicis Groupe. “On behalf of the Groupe, I’d like to thank Daniel for everything he has done for us in the course of his impressive career within VivaKi and most particularly ZenithOptimedia. I have a great deal of friendship and deep respect for Daniel, and I’m delighted that he will continue to serve the Groupe as an advisor. I am also entirely confident of Sébastien’s ability to lead VivaKi and to consolidate its success. I’m certain that the exceptional growth recorded in recent years will increase further.”

Jack Klues added, *“Sébastien Danet is one of our most talented leaders, and he is also best placed to ensure the growth of VivaKi and all its agencies in France”.*

“After 22 years spent within this magnificent Groupe, in which I was fortunate enough to be entrusted with missions that were both varied and fascinating, it’s with real emotion and great pride that I transmit my function of Chairman of VivaKi to Sébastien Danet,” said Daniel Saada. “I feel great pride today on several counts. Both ZenithOptimedia and Starcom have achieved exemplary trajectories and VivaKi, which I helped construct and get on track, is a magnificent structure. I also managed to nourish alongside me a talent like Sébastien, ensuring that he has the clear legitimacy to take the reins. Furthermore, I want to recognize all the people who work for our VivaKi entities, without whom we could not have achieved this terrific work, which I am certain will be the foundation of an even brighter future for VivaKi. I’m glad that Maurice Lévy wishes me to retain a link with the Groupe and to continue my relationship with some of our clients, and I’ve accepted his offer with joy.”

France is a pilot country for the ZenithOptimedia group. It was the first country in which Zenithmedia and Optimedia merged, in 2002, and today ZenithOptimedia France’s service offering is among the most diverse in the market, thanks to the acquisition and/or creation of brands including Performics (digital performance), Newcast (brand content), Territoires (Out of Home), and VivaKi Advance (data efficiency planning).

ZenithOptimedia increased its gross margin fivefold between 2002 and 2012, with average annual growth of 15% in the past five years, and the agency was twice named Agency of the Year (2007 and 2011). In 2011 the agency won 27 budgets and 11 creative prizes. Sébastien Danet writes a blog, *foodmedia.fr*, dedicated to his two passions: gastronomy and the media.

About Sébastien Danet

A graduate of the ISG business school, with an MBA from France's prestigious HEC, Sébastien began his career in 1988 at HDM (Havas Dentsu Marsteller), where he worked on the L'Oréal, Crédit Agricole and Chanel accounts among others. In 1991 Sébastien was named Director of International Media for EURO RSCG, coordinating the Groupe's international clients. He then joined Carat (1995-1997) as Director of International Clients (Danone, Philips, Chanel). In 1997 Sébastien was appointed CEO of Zenithmedia France, then Vice-President of ZenithOptimedia in 2002 and CEO of ZenithOptimedia in 2007. He also oversees the activities of ZenithOptimedia Benelux. In 2010 Sébastien was elected President of UDECAM (Union des Agences Conseil et Achat Médias).

About VivaKi

VivaKi is part of Publicis Groupe (Euronext Paris Exchange: FR0000130577; and part of the CAC 40 index) the world's third largest communications group. VivaKi aggregates the marketplace influence of four autonomous brands, including two global media agency networks: ZenithOptimedia and Starcom MediaVest Group; and two leading digital marketing agencies: Digitas and Razorfish. On behalf of its agency brands and their clients, VivaKi faces the market to help identify and build technology, message distribution, audience aggregation and content solutions for the future. Sitting inside of VivaKi is the VivaKi Nerve Center, which serves as a think tank, R&D center and testing ground to activate new pathways for clients to connect with consumers in an increasingly digital world. VivaKi also includes a Talent & Transformation Practice, which leverages the scale of the VivaKi brands to develop and deliver tools and approaches designed to attract, develop, train, motivate and reward the world's best people.

Website: www.vivaki.com

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 and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe's media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs 53,000 professionals.

www.publicisgroupe.com | Twitter : @PublicisGroupe | Facebook : <http://www.facebook.com/publicisgroupe>

Contacts

Publicis Groupe

Peggy Nahmany
Martine Hue

Communication Director
Investor Relations Director

+ 33 (0)1 44 43 72 83
+ 33 (0)1 44 43 65 00

VivaKi

Charlotte Millet

Communication Director

+33 (0)1 58 74 89 06