



PUBLICIS GROUPE

PRESS RELEASE

## **PUBLICIS GROUPE REVITALIZES LEO BURNETT BRAZIL OPERATIONS**

### **ACQUIRES SAO PAULO AGENCY TAILOR MADE NAMES PAULO GIOVANNI CEO OF LEO BURNETT BRAZIL**

*Paris, April 27, 2011* - Publicis Groupe (EURONEXT Paris: FR0000130577) announced today that it has signed an agreement to acquire Tailor Made, a Brazilian independent advertising agency established by Paulo Giovanni. According to the terms of the agreement, Publicis Groupe immediately acquires a minority stake of the new agency, and has the possibility of increasing its participation to 100% by 2013. The agency will be integrated into Leo Burnett Brazil, which will be renamed Leo Burnett Tailor Made. It will be chaired by Paulo Giovanni, newly named CEO of Leo Burnett Tailor Made.

Leo Burnett Tailor Made will work out of Leo Burnett's current offices in Sao Paulo, and will provide its clients with the full range of communications services. With 160 communications professionals, the agency will service clients including Fiat, Procter & Gamble, Rossi, Samsung, Walmart / Sam's Club, Phillip Morris, Camil, Emirates, Chrysler Group and Radio Disney.

A press conference will be hosted today by Tom Bernardin, CEO of Leo Burnett Worldwide, and Paulo Giovanni, to provide more information on the structure and vision of the new Leo Burnett Brazil operations. This event will take place Wednesday, April 27th at Leo Burnett's office in São Paulo.

Brazil is an important market for Publicis Groupe. Today's announcement is the third transaction for Publicis Groupe this month in Brazil, following the acquisition of GP7, and the increased participation (60%) in the Talent Group. Publicis Groupe's 2010 operations in Brazil include the acquisitions of Taterka (minority share) and AG2. According to ZenithOptimedia forecasts (April 2011), Brazil ad expenditure grew by 18.1% in 2010. The forecasts predict a 9.5% increase over the course of 2011, followed by 7.0% and 7.2% growth in 2012 and 2013 respectively. Brazil is to become the sixth ad market in the world in 2011.

Tom Bernardin said: « *Our objectives for Leo Burnett Brazil are bold and aggressive. With our already strong presence in the market and a reputation for creative excellence, the acquisition of Tailor Made, and most importantly the leadership of Paulo Giovanni, we are better positioned than ever to take advantage of the opportunities in this booming market. Paulo is a proven leader and I am delighted to welcome him to the Leo Burnett Worldwide leadership team.* »

Paulo Giovanni declared: « *I'm delighted to join Leo Burnett Brazil. Tailor Made will add a management model that respects each and every client's specific business needs in our fast growing and highly competitive market. It is about employing bespoke solutions to deliver the right message through the right channel. It doesn't matter if it is massive or not, online or offline.* »



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### About Publicis Groupe

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe employs approximately 49,000 professionals and offers local and international clients a complete range of advertising services through three global networks: Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing clients to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops new services, tools, and next generation digital platforms. Publicis Groupe offers healthcare communications with Publicis Healthcare Communications Group (PHCG, the first global network in healthcare communications). And with MSLGROUP, one of the world's top five PR and Events networks, also provides expertise in corporate and financial communications, public affairs, branding, and social media marketing.

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### CONTACTS:

#### Publicis Groupe

Peggy Nahmany, Corporate Communication  
Martine Hue, Investor Relations

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

#### Leo Burnett

Patti Temple Rocks

+1 312 220 6860

#### Leo Burnett Tailor Made

Eliane Peres

+55 11 5504 1382