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# PRESS RELEASE



## PUBLICIS GROUPE ACQUIRES ETO, LEADING FRENCH CRM AND DATA AGENCY

*"ETO is an agency we have admired for a long time, notably for its expertise in data. This acquisition will allow us to further better our value proposition in CRM and on the emerging markets of VRM (Vendor Relationship Management) and big data,"* said Arthur Sadoun, CEO Publicis Worldwide.

**Publicis Groupe [Euronext Paris FR0000130577, CAC 40]** announced today the acquisition of ETO, a leading agency in CRM based in Lille and Paris. This move allows Publicis Worldwide to advance its offerings in the field of CRM and datamining (the study of big data), while also expanding its reach in France and worldwide.

Founded in 1985 by Jean Derreumaux and Nicolas Leconte, ETO counts today 220 employees specializing in helping brands develop sustainable and profitable relationships with their clients through CRM, digital marketing and big data technologies. Having experienced consistent growth for the last 20 years, ETO is built upon a hybrid model bridging marketing and technology. The agency is notably strong in data management and analysis, in which it brings together over 100 team members.

ETO boasts a client roster of over 40 brands, one-third of which is international, including Orange, LVMH, TOTAL, GO Sport and Sephora, among others.

Current directors Laurent Dunkelmann, Yves Riquet, Jean-Edouard Faidherbe and Yan Claeysen, will maintain their management roles. The integration of ETO, and particularly synergies with Publicis Worldwide, has been entrusted to Publicis Dialog's co-chairmen Christian Verger and Nicolas Zunz.

*“ETO is an agency we have admired for a long time, notably for its expertise in data. This acquisition will allow us to further better our value proposition in CRM and on the emerging markets of VRM (Vendor Relationship Management) and big data,”* said Arthur Sadoun, CEO Publicis Worldwide.

Yan Claeysen, President of ETO added, *“Publicis Worldwide is a very well-known brand with an international network and very similar values to our own. This coming together will allow our clients, as well as our employees, to follow and accelerate the adventure notably internationally.”*

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## 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 Publicis Worldwilde

Publicis Worldwide ranks among the largest global marketing communications companies. The network spans 82 countries with more than 10,000 employees. Its total offering includes advertising; interactive and digital marketing; CRM and direct marketing. Publicis' blue-chip client portfolio includes some of the world's best known companies: Airbus, Coca-Cola, HP, LG, L'Oréal, Luxottica, Nestlé, Orange, P&G, PayPal, Renault, Siemens, Pernod-Ricard, sanofi-aventis, UBS, Telefonica.

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## About ETO

ETO is an agency with a hybrid business model combining marketing and technology. Set up in 1986, it now has a staff of 220 and provides the full array of customer marketing services including consulting, design and building of CRM platforms, data mining, data management, and multichannel production. ETO is specialized in cross-channel data marketing, and brings its brands the entire set of skills and tools required to manage the customer experience at all points of contact. ETO operates close to 50 CRM platforms (one-third of these abroad) for brands such as Danone, Go Sport, LVMH, Orange or Total.

[www.eto.fr](http://www.eto.fr) | Twitter : @AgenceETO | Facebook : [www.facebook.com/etolagence](http://www.facebook.com/etolagence) | LinkedIn: ETO

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