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PRESS RELEASE



PUBLICIS GROUPE ACQUIRES RUN AND REINFORCES EXPERTISE IN PROGRAMMATIC

*Real-Time Data Management and
Multi-Channel Programmatic Buying Platform
to Become Part of VivaKi And Starcom MediaVest Group*

Publicis Groupe [Euronext Paris: FR0000130577, CAC 40] announced today the acquisition of RUN, a real-time data management and multi-channel programmatic buying platform, with unique mobile capabilities, enabling marketers to execute data-driven campaigns.

RUN's unique mobile-focused data management platform (DMP) organizes and links diverse consumer data sets captured from multiple sources, including cellular carriers and Internet Service Providers (ISPs). It was built to leverage and maximize the value of information from mobile service carriers and connected devices, including location, CRM activities, and behavioral and demographic insights. To date, RUN has identified over 800MM unique consumer profiles globally. RUN's platform also provides transparent, immediate and actionable insights and analytics that enable both precision targeting and more effective ad spend. RUN's omni-channel demand-side platform (DSP) powers data-driven media buying at scale; while its activation platform executes cross-device marketing campaigns across multiple formats including display and video.

This acquisition is in line with Publicis Groupe's 2018 strategic plan to earn 50% of its revenue from digital - today representing 41.6%. The Groupe is highly invested in technology, data, content, social and programmatic across all channels and devices. Publicis Groupe has anticipated the need for clients to embrace programmatic as an irreplaceable component of their digital marketing plans, and this acquisition marks the first of its kind for the Groupe. More recently, Publicis Groupe has sealed a number of important partnerships across programmatic, including with AOL and VivaKi's leading programmatic solution, *Audience on Demand* (AOD).

The platform will be aligned with Starcom MediaVest Group (SMG) and will be available as a resource to all networks of the Groupe, including ZenithOptimedia, DigitasLBI and Razorfish. Specifically, VivaKi will leverage RUN's DMP and DSP technology for Publicis Groupe-wide solutions that further enhance the leadership of Audience on Demand, the programmatic solution operated by Publicis Groupe.

RUN delivers competitive advantage in unique user data to power addressability and analytics, as well as cross-platform capabilities in a single platform. As time spent on mobile devices continues to grow, according to eMarketer, mobile ad spend is expected to increase from \$8.5BN in 2013 to \$31BN in 2017.

RUN's industry-leading mobile focused technology platform is uniquely positioned to strengthen targeting methodologies that truly measure consumer behavior, media usage and location based information.

RUN will retain its name, management team and structure and operate as a standalone unit within Publicis Groupe. Headquartered in New York City, RUN currently operates and reaches 50 countries.

Seth Hittman, CEO of RUN, commented: *"We've seen dramatic changes in the ways agencies are operating, relying more and more on data management and technology platforms to thrive in a connected world. We're truly thrilled to join VivaKi and SMG, and integrate our platform and full suite of products into their media operations around the world. Both organizations are taking yet another great leap forward on behalf of their clients by bringing data management solutions in house and innovating a new model focused on mobile."*

Laura Desmond, Global CEO of Starcom MediaVest Group, added: *"This acquisition will accelerate Publicis Groupe's digital capabilities in the mobile space. The role of the agency has changed. We are no longer negotiating on traditional currencies. We're negotiating on data and technologies. RUN provides the opportunity to break down walled gardens of data across all screens and devices to become a real, meaningful differentiator in how we service current clients and beyond."*

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBI, Razorfish, Rosetta, VivaKi, Nurun), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs 63,000 professionals.

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About Starcom MediaVest Group

Starcom MediaVest Group is the Human Experience Company. We believe experiences matter. They enhance lives and build brands. We bring brand experiences to life through SMG's three global award winning agency brands: MediaVest, Starcom and Spark. In 2014, SMG was named Media Network of the Year at the Cannes Lions International Festival of Creativity. SMG was also named Festival of Media Global Network of the Year for the second year in a row, and the fourth time in the last six years. Ranked the number one global media network in billings in the world by RECMA, SMG (www.smggroup.com) encompasses an integrated network of human experience strategists, investment specialists, content creators and digital & technology experts. With over 8,000 employees in 130 offices worldwide, SMG partners with the world's largest marketers including The Coca-Cola Company, P&G, Samsung, and Walmart, as well as new establishment brands including Spotify, Twitter and Airbnb. SMG is part of Publicis Groupe [Euronext Paris FR0000130577, CAC 40], one of the world's leading communications groups.

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