



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe Launches Operations in Ecuador

Paris, June 28, 2011 – Publicis Groupe announced today the launch of Publicis Ecuador, a new agency to be aligned with the Publicis Worldwide global advertising network. Publicis Ecuador will open offices in both the capital of Quito and in the city of Guayaquil, the country's business centre.

Cesar Bettencourt has been named agency Managing Director, and he will report to Alejandro Cardoso, CEO of Publicis Latin America. Bettencourt was most recently EVP of Publicis Venezuela, where he was responsible for the agency's Nestlé business. David Bamballi is named Executive Creative Director, while Macarena Llambí, Mauro Chacón and Leandro Lavizzari complete the creative team. All are award-winning creatives.

Publicis Ecuador will immediately handle business for Nestlé, Sanofi-Aventis and Movistar, and local management plans to recruit more than 50 employees by the end of the year.

The new agency will capitalize on the combined strengths of Publicis Worldwide's international scale and creative capabilities, and the business acumen of Cesar Bettencourt, in order to provide completely seamless solutions to its clients. This strategic initiative gives Publicis Groupe an important foothold into the rapidly-growing Ecuadorian market. According to the most recent ZenithOptimedia advertising expenditure estimates (April 2011), the ad market in Ecuador grew by 10.4% in 2010.

This initiative will also allow Publicis Worldwide to strengthen its operations in the Latin American market as a whole, a region where advertising expenditure grew by 13.9% in 2010, to reach approximately US\$31.3 billion. In 2010, Publicis Groupe posted revenue of 284 m€ in Latin America. The region had an increase of 13.7% in organic growth and 30.4% on a reported basis. As of May 2011, Publicis Groupe headcount in Latin America represented approximately 4,000 permanent employees.

Jean-Yves Naouri, Executive Chairman of Publicis Worldwide, said, *"The launch of Publicis Ecuador gives Publicis Worldwide a new foothold in the promising Latin American market. Publicis is well-positioned to provide a compelling offer in this geography and this initiative will give us the strength and the scope to become true leaders in the region."*

Alejandro Cardoso, CEO of Publicis Latin America, added *"I've worked with Cesar for several years now, and I think he is an excellent choice to lead these new operations. David Bamballi's record speaks for itself – he is Ecuador's top creative and one of the most awarded creative directors in the region. It is great partnership." He added, "Our network's expansion into Ecuador is an excellent move for our network and one that will bring many opportunities for both our clients and our teams."*



Cesar Bettencourt, newly-named CEO of Publicis Ecuador, added, *"I am delighted to take on this new mission. I have great visions for growing Publicis Ecuador into a top notch agency providing clients with best-in-class, integrated services."*

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.

Website: www.publicisgroupe.com | Twitter: @PublicisGroupe | Facebook: www.facebook.com/publicisgroupe

About Publicis Worldwide

Publicis Worldwide ranks among the largest global marketing communications companies. The network spans 82 countries with approximately 9,000 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'Oreal, Luxottica, Nestle, Orange, P&G, PayPal, Renault, Siemens, Pernod-Ricard, Sanofi-Aventis, UBS, Telefonica, Zurich.

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