

PUBLICIS COMMUNICATIONS ANNOUNCES KEY APPOINTMENTS AS IT ACCELERATES ON ITS TRANSFORMATION

PARIS – September 22, 2016 – Nine months after its creation, Publicis Communications, one of Publicis Groupe's **[Euronext Paris FR0000130577, CAC 40]** four Solution Hubs, has built strong foundations in the market place, with a run of global new business wins since the beginning of the year, including P&G Dish Care, GSK, Walmart and Hewlett Packard Enterprises.

In order to accelerate on this early momentum, Publicis Communications' CEO Arthur Sadoun announces a series of appointments:

At the global Publicis Communications level, Sadoun and Alan Herrick, CEO Publicis.Sapient, have promoted Carla Serrano and Bill Kanarick to the role of Co-Chief Strategy Officers of Publicis Communications. This appointment extends their existing responsibilities as CEO Publicis New York and Chief Strategy Officer Publicis.Sapient. They will work on continuing the joint strategic approach that leverages the unique fusion of Publicis Communications and Publicis.Sapient, to build rich consumer experiences infused by creativity, intelligence and technology for clients and advance Publicis Communications' role as a marketing transformation partner.

At Saatchi & Saatchi, led by CEO Robert Senior, Kate Stanners is appointed Global Chairwoman. This comes in addition to her current role as Global Chief Creative Officer, Saatchi & Saatchi.

At Leo Burnett, Judy John, CEO & CCO Leo Burnett Canada, who will retain the CEO title for Leo Burnett Canada, is named Chief Creative Officer, North America. Brent Nelsen, who works with John in Canada as EVP, Chief Strategy Officer, will take on the role of Chief Strategic Officer, Leo Burnett, North America. They join the leadership team formed by Rich Stoddart, Global CEO, Leo Burnett and Mark Tutssel, Global Chief Creative Officer, Leo Burnett and Creative Chairman of Publicis Communications.

At Publicis Worldwide, Valérie Henaff is named Global President, in addition to her role as CEO of Publicis Conseil, the network's flagship agency. In this role she will work alongside Bruno Bertelli, Global Chief Creative Officer, Publicis Worldwide, and Sadoun, who continues to fulfill the role of CEO of Publicis Worldwide.



The local management teams in Publicis Communications' markets are being further reinforced, notably in North America, where Andrew Bruce is named CEO Publicis Communications NA, Kurt Ritter will serve as the region's Chairman and Suellen Ravanas is promoted to the role of Chief Finance Officer, Publicis Communications NA.

To further facilitate collaboration at the local level, Loris Nold and Justin Billingsley are appointed Chief Operating Officers, Publicis Communications. Nold will focus on operations in Asia and MEA, while Billingsley will be responsible for Latin America and Europe.

Sadoun commented: *"Our ambition is to be our clients' indispensable creative partner in their transformation. With these appointments, we are creating closer ties with Publicis.Sapient to deliver the interdependent model of the future to all of our clients. We are strengthening our leadership teams to continue to raise the bar for creative excellence. And last but not least, we are reinforcing the spirit of the Power of One, by simplifying our structures at local level to foster greater collaboration and seamless access to resources. In just 9 months our approach has delivered some fantastic results, and I know that with these latest moves the best is yet to come."*

About Publicis Communications

Publicis Communications is one of the four solutions hubs of Publicis Groupe [Euronext Paris FR0000130577, CAC 40], alongside Publicis Media, Publicis.Sapient and Publicis Healthcare. Led by Arthur Sadoun, CEO, Publicis Communications unites the Groupe's creative offering: Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, BBH, Fallon, Marcel, Prodigious, a global production leader, and MSLGROUP, specialized in strategic communications. Present in 20 markets, Publicis Communications aims to be the indispensable creative partner in their clients' transformation. Publicis Communications draws upon the expertise of over 30,000 employees.

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