

Publicis Media Aligns EMEA & APAC Markets Under Unified Leadership

*Move Advances Company's Goal of Simplifying Its Business
and Driving Deeper Connectivity in Service to Its Clients*

London, UK – April 17, 2018 - Publicis Media today announced a unified leadership structure across Publicis Media EMEA and APAC, with Gerry Boyle appointed to the role of CEO, Publicis Media EMEA and APAC. This role expands on Boyle's current remit as CEO of Publicis Media APAC to include oversight of EMEA operations as well. Boyle will continue to report to Steve King, CEO, Publicis Media.

Further, Nicole Pruesse is appointed Chief Operating Officer, Publicis Media APAC, in addition to her current EMEA COO responsibilities. Pruesse is charged with delivery of the business across these regions, reporting to Boyle.

The unified leadership structure furthers Publicis Media's goal of simplifying its business and driving deeper connectivity in service to clients by aligning both EMEA and APAC under Boyle's leadership and with Tim Jones continuing as CEO Publicis Media Americas.

King noted, "Gerry is a proven and well-known leader, strategist and client partner. In his most recent role as Publicis Media CEO, APAC, he delivered much success, including establishing the Publicis Media model in the region, developing a network of outstanding leaders, and driving client businesses forward. Nicole is also an extraordinary leader, well-equipped to build on our momentum across markets."

In his EMEA remit, Boyle succeeds Iain Jacob, CEO, Publicis Media EMEA, who announced he would be leaving the company to pursue other opportunities. Jacob will be staying with the company through May to ensure a smooth transition.

Boyle in his expanded role will focus on bringing to life the Publicis Media model of a brand-led organization, powered by digital-first global practices, and working together with the other Publicis Groupe Solution Hubs for Power of One collaboration that drives client business forward across EMEA and APAC. Boyle will also continue to Chair the Publicis Media Global Investment Council and lead Global Partnerships for Publicis Groupe.



Boyle, prior to his Publicis Media roles, served as Global Managing Partner and Chairman of ZenithOptimedia APAC.

###

About Publicis Media:

Publicis Media is one of the four solutions hubs of Publicis Groupe ([Euronext Paris FR0000130577, CAC 40], alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, PublicisMedia is comprised of Starcom, Zenith, Digitas, Spark Foundry, Blue 449 and Performics, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 23,500 employees worldwide.

Media Contacts:

Rupert Smith

E: Rupert.Smith@PublicisMedia.com

P: + 44 2071 908195

Deepa Balji

E: Deepa.Balji@PublicisMedia.com

P: + 65 6435 7144

Anita Mcgorty

E: Anita.Mcgorty@PublicisMedia.com

P: + 1 212 468 3788