

PRESS RELEASE



06/19/13



MAURICE LEVY, CHAIRMAN AND CEO, PUBLICIS GROUPE INVITES...

JEAN-FRANCOIS VAN BOXMEER, CHAIRMAN OF THE BOARD AND CEO HEINEKEN N.V.

AND ALEXIS NASARD, PRESIDENT WESTERN EUROPE AND CHIEF MARKETING OFFICER, HEINEKEN

AT CANNES LIONS INTERNATIONAL FESTIVAL ON JUNE 21, 2013

PUBLICIS GROUPE CANNES FESTIVAL ANNUAL SEMINAR RECEIVED MOST VOTES ACROSS ALL SEMINARS ON FRIDAY TO BE STREAMED LIVE ON CANNES LIONS YOUTUBE CHANNEL



Publicis Groupe and HEINEKEN are proud to announce that they have been chosen by the public to have their seminar at The Cannes Lions International Festival of Creativity streamed live on YouTube on Friday 21st June.

A new initiative for this year will see Lions Live stream one live seminar session per day on the Cannes Lions YouTube Channel at <http://www.youtube.com/canneslions> for the duration of the Festival. Each streamed session will then be accessible on-demand for a period of two weeks following the Festival. A selection of the winners was picked via an open vote by the public.

Maurice Lévy, Publicis Groupe, will discuss with Jean-Francois van Boxmeer, Chairman of the Board and CEO HEINEKEN N.V., the company's positioning and growth opportunities in both established and emerging markets, the challenges the alcohol industry is facing and how HEINEKEN is committed in making moderate drinking aspirational and cool. Also joining them on stage will be Alexis Nasard, President Western Europe and Chief Marketing Officer, HEINEKEN, showing how the Heineken brand celebrates 140 years of inventiveness and continues seeking innovative ways to be part of the creativity conversation.

Join in (Participate) with questions as these three pre-eminent marketers discuss how to challenge the industry to deliver creativity that keeps beer brand's 'cha cha cha' clearly top of mind. They will discuss how HEINEKEN is focused on being the greatest in creativity and consumer relevance to align their brands in a way that influences and impacts behaviours.

The Cannes Lions International Festival of Creativity is the world's largest and most prestigious annual awards and celebration of creative excellence in advertising and communications. The Festival takes place from 16-22 June 2013 www.canneslions.com.

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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 58,000 professionals.

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Viva la Difference !

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