

Press release



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PUBLICIS GROUPE ACQUIRES BEEHIVE COMMUNICATIONS, ACCELERATING ITS GROWTH IN INDIA

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Publicis Groupe [**Euronext Paris: FR0000130577**] announced today the acquisition of Beehive Communications, one of India's foremost independent integrated communications agencies specializing in cutting edge marketing and communications services for clients across South Asia. This marks Publicis Groupe's seventh acquisition in the country since mid-2012.

Founded in 2003, Beehive Communications boasts a roster of over 130 employees providing creative integrated solutions: reputation management, media, digital, brand activation and research. Beehive's clients include over 50 brands and companies, notably Malaysia Tourism, General Motors, Korea Tourism, Jubilant Retail, India Bulls Finance and Bisleri, among others.

Headquartered in Mumbai, the agency also has a presence in Delhi and Bangalore. Known for its ability to build expertise in important vertical markets, as well as its speed and efficiency. Beehive has built a reputation for growing and winning with clients. This acquisition marks another significant step towards Publicis becoming the leading communications network in India.

Beehive will be rebranded as Publicis Beehive and will operate as a unit within Publicis Worldwide's global network. Under the direction of Beehive Founder and CEO Sanjit Shastri, the current leadership team will continue to lead the agency and will now report to Nakul Chopra, CEO of South Asia for Publicis Worldwide.

"Beehive brings both scale and strategic value to the Publicis offering in India," said Chopra. "Coming on the heels of our earlier moves, this is another significant step towards realizing our goal of being counted among the top agency networks in India. I look forward to partnering with Sanjit and his team to build a stronger Publicis."

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"The wealth of experience and the best practices are perhaps the most compelling reasons for us to become a part of the Publicis Worldwide," added Shastri. "Our teams will now have the significantly added strength of one of the world's leading communications groups [with us] when we meet and interact with clients. We see this translating quickly into excellent winning strategies for our current and prospective clients." concluded Shastri.

The Groupe has been working to increase its profile in the country, including recent acquisitions of: Indigo Consulting (April 2012), Resultrix (August 2012), MarketGate (December 2012), iStrat (December 2012), Convonix (March 2013) and Neev (April 2013).

Publicis Groupe currently counts more than 3,200 permanent employees across India, through the following global networks: BBH, Digitas, Leo Burnett, MSLGROUP, Publicis Healthcare Communications Group, Publicis Worldwide, Saatchi & Saatchi, Starcom MediaVest Group, and ZenithOptimedia.

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 60,000 professionals.

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About Publicis Worldwilde

Publicis Worldwide ranks among the largest global marketing communications companies. The network spans 82 countries with approximately 10,000 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'Oréal, Luxottica, Nestlé, Orange, P&G, PayPal, Renault, Siemens, Pernod-Ricard, sanofi-aventis, UBS, Telefonica.

About Beehive Communications

Beehive is an integrated communications company offering 360 degree communications solutions to brands and organisations - that leverage Above the Line, Below the Line and Digital amplification opportunities. The services we offer include research, strategy, planning, media, creative and implementation. Currently the Beehive team of over 130 operates through its head quarters in Mumbai and offices in Delhi and Bangalore. Beehive works with an impressive array of clients that include Malaysia Tourism, Korea Tourism, Gujarat Tourism, Himachal Tourism, Centuary Mattresses, MAAC (Maya Academy), Indiabulls Finance, Bisleri, General Motors, CCNG, Krispy Kreme Doughnuts, Jubilant Retail (Total SuperStores), Everest Roofing Systems, Mantri Developers (Bangalore), MT Educare Ltd, Hard Rock Cafe, Shiro, Kesari Travel Company, and several others.

Contacts

Publicis Groupe

Peggy Nahmany

Martine Hue

Stéphanie Constand-Atellian

Communication corporate

Investor Relations

Investor Relations

+ 33 (0)1 44 43 72 83

+ 33 (0)1 44 43 65 00

+ 33 (0)1 44 43 74 44