



## PUBLICIS GROUPE

### PRESS RELEASE

#### **PUBLICIS GROUPE ACQUIRES REMAINING CAPITAL OF LEO BURNETT / W&K BEIJING ADVERTISING Co., Ltd**

Paris, April 29, 2010 - - Publicis Groupe today announced it has acquired the remaining capital of Beijing-based agency, W&K, thereby increasing its ownership to 100%. In November 2008, the Groupe had acquired a majority stake in W&K, creating Leo Burnett / W&K Beijing Advertising Co., Ltd. The agency will now be renamed Leo Burnett Beijing Communications Co., Ltd.

Over the past year and a half, the local management was considerably strengthened with support from Leo Burnett. During this time, the agency also saw a number of important client wins including BMW Greater China and Singapore Tourist Board, among others.

*“Over the last 18 months, we have successfully integrated the operations and management of a local Beijing agency into the Leo Burnett Greater China Group, with remarkable achievement. Re-branding the agency is an important milestone for Leo Burnett’s future development in the Beijing market,”* declared Michael Wood, CEO of Leo Burnett Greater China.

Publicis Groupe currently has over 3,700 employees in 36 offices across China.

The next major global events, the 2010 Shanghai World Expo (May 1<sup>st</sup> – October 30<sup>th</sup> 2010) and The 16<sup>th</sup> Asian Games, the largest Asian games ever (November 12<sup>th</sup> to November 27<sup>th</sup>, 2010) promise a unique opportunity for marketers to target China's burgeoning consumer class and stimulate advertising expenditure.

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#### **About Publicis Groupe**

Publicis Groupe [Euronext Paris: FR0000130577] is the world's third largest communications group. In addition, it is ranked as the world's first largest media agency, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas and Razorfish. Publicis Groupe launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Razorfish, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and Marketing Services offer healthcare communications with Publicis Healthcare Communications Group (PHCG), sustainability communications and multicultural communications. With MS&L Group, the world's sixth PR and Events network, Publicis Groupe expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events, sports marketing and events.

Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

#### **Contacts Publicis Groupe**

Martine Hue, Investors Relations: + 33 (0)1 44 43 65 00  
Peggy Nahmany, Corporate Communication: + 33 (0)1 44 43 72 83

#### **Contact Leo Burnett Beijing Communications Co., Ltd**

Michael Wood, Chairman and CEO Greater China + 852 9180 8833