



Paris, December 23, 2013

## **LAGARDÈRE ACTIVE becomes the sole shareholder in Europe 1 advertising agency Régie 1**

As long-time partners in Régie 1, the media agency for Europe 1 founded by Marcel Bleustein-Blanchet and Sylvain Floirat, the Publicis and Lagardère groups are today writing a new page in their shared history.

The Lagardère group announced today that Régie 1 is to become a wholly owned subsidiary following its buy-out of the 49% stake hitherto held by Publicis Groupe.

The change of ownership is to be ratified following the Extraordinary General Meeting of Régie 1 shareholders to be held on December 26, 2013.

Maurice Lévy, Chairman and CEO of Publicis Groupe, declared, "The longstanding cooperation between the two groups, initiated by their respective founders, has developed and continued over time, through changes of leadership and changing times, on a friendly and harmonious footing. We continue to enjoy strong ties, of both business and friendship, with the Lagardère group and Europe 1 and still feel very close to Régie 1 and everyone there."

Arnaud Lagardère, General and Managing Partner of Lagardère SCA commented as follows, "We are delighted to have reached this agreement with Publicis Groupe, by which Lagardère becomes the sole shareholder in Régie 1. Throughout all the years we have worked alongside Publicis Groupe, it has been in a climate of trust, positive emulation and, above all, a great deal of pleasure. And while we may no longer be partners in the Europe 1 advertising agency, we continue to enjoy excellent relations with Publicis Groupe."

### **About Lagardère**

*Lagardère is a world-class pure-play media group (Book and e-Publishing; Press, Audiovisual, Digital and Advertising Sales Brokerage; Travel Retail and Distribution; Sport Industry and Entertainment).*

*Lagardère shares are listed on Euronext Paris.*

[www.lagardere.com](http://www.lagardere.com)

### **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 (MSLGROUPE), 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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