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PRESS RELEASE



PUBLICIS GROUPE ACQUIRES FRENCH DIGITAL MARKETING AGENCY MONKEES

Publicis Groupe [EURONEXT: FR0000130577, CAC 40] announces the acquisition of France-based digital marketing and social networks pure player, Monkees. With close to 15 years of experience and an impressive client roster, Monkees has made a name for itself in France with a body of unique expertise, focusing particularly on retail and e-publishing.

The agency will be integrated into the Publicis Activ to accelerate the digital growth of its East-West France regional agencies. This acquisition will allow the agency to continue to provide full support to its clients throughout their own digital transformations.

Monkees currently employs 25 people and works with clients in mass retailing and specialized distribution, auto manufacturing, health and sport.

The digital teams from Publicis Activ and Monkees will be combined to form a unit representing over 30% of the agency's global revenue. They will operate under the Monkees brand, headed by Frédéric Caussin and Manuel Godeux, the two founding managers of Monkees.

For Nicolas Zunz, Vice President at Publicis France, *"Monkees is an agency we have had our eye on for some time, and for which we have great respect. They have developed some innovative and cutting-edge skills, which will obviously be helpful in the development of our agencies in the west and east of France. It will also add to our national arsenal of digital expertise. We are very happy to welcome them on board."*

Franck Barennes, Executive President at Publicis Activ, added *"This digital deployment is proof of the agency's clear and resolute aim: to work alongside our clients, performing our role of consultant to the fullest by delivering the answers and the innovative services they need."*

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBI, Razorfish, Rosetta, VivaKi, Nurun), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs more than 64,000 professionals.

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About Publicis Activ

Publicis Activ is the leading global communications agency in France. Its "east-west" axis encompasses agencies in Bordeaux, Toulouse, Nantes, Brest, Nancy and Strasbourg. All are organized on a groundbreaking collaborative, multi-site and multidisciplinary model that offers clients maximum impact close to home. The network now consists of 130 people serving clients in every sector, including Crédit Mutuel Arkea, Décathlon/Tribord, Findus, Magasin Vert, Marque Verte, Mars, Pavillon France, Renault, Tryba and more. www.publicisactiv.com

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