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# PRESS RELEASE



## ARTHUR SADOUN, PRESIDENT OF PUBLICIS WORLDWIDE, WILL ALSO SUPERVISE MSLGROUP

## OLIVIER FLEUROT IS NAMED SENIOR VICE PRESIDENT OF PUBLICIS GROUPE

**Publicis Groupe [Euronext Paris: FR0000130577, CAC40]** today announces that Arthur Sadoun, President of Publicis Worldwide will take on the direct supervision of MSLGROUP.

Olivier Fleurot will join the Groupe's holding as Senior Vice President. In this new role, Olivier will head communications, corporate social responsibility (CSR), real estate, insurance and cross-disciplinary programs such as Altair. He will be joining on September 1, in order to secure a smooth transition.

Maurice Lévy, Chairman & CEO of Publicis Groupe commented: *"This announcement is in line with our strategy for transformation, integration and simplification of our structures. I am convinced that this operation will allow us to improve our service offering for our clients thanks to further integration and that it will be beneficial for all of the Groupe's networks.*

*This grand plan is within easy reach, first because Publicis Worldwide made outstanding progress in its own transformation journey. Under Arthur's leadership, our main network's growth has bounced back, Nurun's well-handled integration is bearing fruit and Publicis Worldwide's modern approach bodes well for MSLGROUP's development.*

*Secondly, large synergies on a geographic basis will allow us to leverage local edges and to take advantage of many complementary market positions.*

*Third, since Olivier Fleurot has set an excellent course for MSLGROUP and fostered a collaborative mind-set that will further blossom when teaming up with sister agencies - creative, media, digital or healthcare communications.*

*This alignment is not at all about merging MSLGROUP with Publicis Worldwide. Both entities will report to Arthur Sadoun who will leverage MSLGROUP's skills to develop a new integrated approach. All this to the benefit of our clients and the stronger growth of the Groupe."*

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## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. In a world marked by increased convergence and consumer empowerment, Publicis Groupe offers a full range of services and skills: digital, technology & consulting with Publicis.Sapient (SapientNitro, Sapient Global Markets, Sapient Government Services, Razorfish Global, DigitasLBi, Rosetta) - the world's largest most forward-thinking digitally centered platform focused exclusively on digital transformation in an always-on world - as well as creative networks such as BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi, public affairs, corporate communications and events with MSLGROUP, ad tech solutions with VivaKi, media strategy, planning and buying through 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 76,000 professionals.

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