



# PRESS RELEASE



## PUBLICIS GROUPE ANNOUNCES THE PUBLICIS90 SHORTLIST

**April 25, 2016 – PARIS** – To celebrate its 90th anniversary, Publicis Groupe [Euronext Paris: **FR0000130577, CAC 40**] has launched Publicis90, a global initiative to support 90 start-ups or promising projects in the digital field.

Since the close of entries on February 29, 2016, the 3,555 eligible projects submitted have been evaluated by two juries:

- The first being the over 76,000 Publicis Groupe employees
- The second, a [jury](#) composed of digital experts from around the world, including Publicis Groupe executives, clients, and media professionals.

After the exhaustive analysis of all submissions, 320 applications from 34 different countries have been shortlisted. Publicis Groupe employee submissions amount to 20% of the total shortlist.

Category	% of shortlist
Adtech & Media	21%
Big Data	16%
E-commerce & Retail	14%
Mobile	9%
Content & Entertainment	8%

The full shortlist is available at [www.publicis90.com](http://www.publicis90.com).

To continue on to the next round of evaluation, each shortlisted candidate must now submit a business plan and a pitch video, which will be analyzed by Iris Capital. A global jury, whose members will be announced shortly, will then make the selection of 90 final projects.

Each of the 90 finalists selected will benefit from a capital contribution of between 10,000€ and 500,000€, one year of mentoring by a Publicis Groupe executive, and will be invited to Viva Technology Paris, the largest global tech event dedicated to fostering collaboration between large companies and startups, sponsored by Publicis Groupe and Groupe Les Echos. They will also benefit from the support of the Henner Group, an insurance expert and a partner of Publicis90.

Maxime Baffert, CEO of Proximedia and in charge of the Publicis90 initiative, comments: *“The quality of the 3,555 submitted projects is very impressive. This shortlist reflects the large diversity of applications, from both a geographical and an industry standpoint, and will lead to a final selection of very promising projects and startups. What is clear is that the final selection will not be easy!”*

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## About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation. Active across the entire value chain, from consulting to creation, and production, Publicis Groupe offers its clients a transversal, unified and fluid model allowing them access to all the Groupe's tools and expertise around the world. Publicis Groupe is organized across four Solutions hubs:

**Publicis Communications, Publicis Media, Publicis.Sapient** and **Publicis Health**. These 4 Solutions hubs operate across principal markets, and are carried across all others by Publicis One. **Publicis One** is a fully integrated service offering making the Groupe's expertise available to all clients, under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

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