



Publicis Media Announces French Leadership

Appointed Leaders Will Drive Market Scale, Business Transformation and Client Value

Paris, 17 May, 2016 – Iain Jacob, Chief Executive Officer, EMEA, Publicis Media has today announced transformational market leadership appointments for France. Sébastien Danet has been appointed Chairman, France, Publicis Media, and he has, along with Iain Jacob, appointed Gautier Picquet to CEO, Publicis Media.

Jacob said: "I'm thrilled to announce Sébastien as Chairman and Gautier as CEO for Publicis Media in France. Working with our talented agency brand leads, they will deliver our promise to drive new levels of productivity, business transformation, and client value.

"In Sébastien and Gautier we have a powerful and unrivalled combination of leadership skills. Sébastien is a proven leader with strong with strong transformation abilities. Gautier is also an accomplished leader who has been instrumental in ensuring ZO was one of the best agencies in France. They will deliver our promise to drive new levels of productivity, business transformation, and client value."

The Publicis Media leadership will oversee all in-market commercial operations. They will be responsible for scaling the strength of Publicis Media across the Group's four global agency brands - Starcom, Zenith, Mediavest | Spark and Optimedia | Blue 449 - and the seven global practices that support those brand with key capabilities, including: data, content, trading, performance, analytics and business transformation.

Jacob added: "We are reinventing the agency model. Speed and agile capabilities are what determine client success so we have organised ourselves to bring this to market through a new powerful and simplified model for our clients."

An industry veteran with more than 25 years' experience, Danet has a formidable track record having worked at some of the leading agencies in France. Most recently responsible for launching Blue 449 globally, Danet has worked with ZenithOptimedia since joining in 1997 as CEO for Zenithmedia France. Quickly promoted to COO of ZenithOptimedia and subsequently CEO, he has held a number of leadership positions including Chair of VivaKi France (*Publicis*).

"After 10 years of incredible growth of Starcom and ZenithOptimedia France, I'm thrilled to continue this amazing journey alongside Gautier who joined me eight years ago and is such a significant contributor to our success. His promotion as CEO of Publicis Media France, is more than deserved" said Danet.

Picquet joined ZenithOptimedia France in 2009 as Deputy Managing Director responsible for some of the agencies largest clients. In 2010, he was promoted to Managing Director of Zenith and latterly he was appointed COO of ZenithOptimedia in France. During his time at ZO, he has been instrumental in driving major transformation in France, establishing the agency as one of the leading agencies in France.

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About Publicis Media

Publicis Media is one of the four solutions hubs of Publicis Groupe, alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media is powered by its four global brands, Starcom, Zenith, Mediavest | Spark and Optimedia | Blue 449, and supported by its digital-first, data-driven Global Practices which together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 13,500 employees worldwide.

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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 business transformation. Active across the entire value chain, from consulting to creation and execution, Publicis Groupe offers its clients a unified, fluid model allowing them access to all the Groupe's tools and expertise around the world. Publicis Groupe is organized across four Solutions hubs across its top 20 markets: "Publicis Communications" (Publicis Worldwide with MSLGROUP, Saatchi & Saatchi, Leo Burnett, BBH, and Prodigious), "Publicis Media" (Starcom, Zenith, Mediavest | Spark, and Optimedia | Blue 449); "Publicis.Sapient" a one of a kind global digital platform (Sapient Consulting, SapientNitro, DigitasLBI, Razorfish) and "Publicis Health". "Publicis One", a communications enterprise offering best in class specialization and cross-disciplinary integration for clients, brings all agencies outside of these markets together under one roof. Present in 108 countries, the Groupe employs more than 77,000 professionals.

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Press Contacts

[LOCAL COMMS CONTACT using @publicisgroupe.net]

EMEA Inquiries

Claire Ballard

+44 (0) 20 7190 8056

cballard@publicisgroupe.net