



10/28/13

PRESS RELEASE



PUBLICIS GROUPE ACQUIRES INTERACTIVE SOLUTIONS, A LEADING DIGITAL AGENCY IN POLAND

"Thanks to Interactive Solutions' proven track record of leading pan-European digital projects, this is not only a step that creates an even stronger integrated creative agency in Poland, but also a key driver in the growth of our agency network," states Justin Billingsley, COO of Saatchi & Saatchi EMEA.

Publicis Groupe [Euronext Paris: FR0000130577] announces the acquisition of Interactive Solutions, a leading digital agency in Poland. The new media shop will be integrated into Saatchi & Saatchi Poland, based in Warsaw, further boosting its integrated communications capabilities locally and across the Saatchi & Saatchi network.

Founded in 2004, Interactive Solutions is one of the largest digital agencies in Poland with over 160 employees in Poznan and Warsaw. The agency specializes in developing complex e-marketing strategies empowered by technology and with a focus on ROI for a range of international and local clients, including Procter & Gamble, T-Mobile, Toyota and Visa. Interactive Solutions was named Digital Agency of 2013 by the KTR Awards Committee

Igor Kalenski, CEO of Saatchi & Saatchi Poland says, *"We have been cooperating with Interactive Solutions on various projects since 2008 so this is a natural next step for us to fully integrate and increase the value we can deliver for our clients."*

"Digital continues to rise as a key component of a fully integrated marketing mix. Having a track record of working for the most respected brands together for years, we expect the transition will go smoothly and bring numerous benefits to the current Saatchi operation," adds CEO of Interactive Solutions, Piotr Morkowski, who joins Saatchi & Saatchi Poland as Executive Vice President.

The acquisition comes after the addition of digital and social specialists Outside Line to Saatchi & Saatchi London in December 2012 and the integration of Duke to Saatchi & Saatchi Paris in May 2012.

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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 (MSLGROUP), 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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About Saatchi & Saatchi

Part of the Publicis Groupe, the 3rd largest communications holding company worldwide, Saatchi & Saatchi's Network clients include Diageo, Carlsberg, General Mills, HSBC, Lenovo, Mead Johnson, Mondelez International, Novartis, Procter & Gamble, T-Mobile, Toyota and Visa Europe. With 130 offices and over 6000 employees, Saatchi & Saatchi is known for its outstanding creative ideas that generate powerful emotional connections between consumers and products. This is a key element in Lovemarks, Saatchi & Saatchi's unique methodology for elevating the status of brands by creating 'loyalty beyond reason' and 'inspirational consumers'.

www.saatchi.com

About Interactive Solutions

www.interactive-solutions.com | Facebook: www.facebook.com/AgencjaInteraktywna | Twitter: @ISolutions_EMEA

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