

Press release



09/12/13



PUBLICIS GROUPE ACQUIRES MEDIA AGENCY ZENITH ROMANIA

Maria Tudor, Managing Director, Zenith Romania, said: *"We have been proudly representing the ZenithOptimedia brand in Romania for over a decade. We embrace the spirit and culture; we are The ROI Agency for our clients; our work is powered by ZenithOptimedia's processes, apps and methods; and we benefit greatly from the network's data, systems and training. This is the last phase of the agency integration into the ZenithOptimedia global network and I am delighted to be part of the process. This acquisition is testament to the growth and outstanding results of the local Zenith operation and is indicative of Publicis Groupe's commitment to the Romanian market."*

Publicis Groupe (Euronext Paris: FR0000130577) announced today the acquisition of Zenith Romania. The move will see the Publicis Groupe media network ZenithOptimedia take majority control of Zenith Romania, which was previously an affiliate agency.

Zenith is a leading media communications agency in Romania. Launched in 2000, the agency offers a full range of specialist media services, including buying, planning, communications strategy, digital, research and ROI evaluation.

Located in Bucharest, Zenith Romania has over 50 employees and is one of 250 offices in the ZenithOptimedia network. The agency is part of ZenithOptimedia Northern, Central and Eastern Europe, which is one of the fastest growing regions for the network. Going forward, Zenith Romania will benefit from the development of central services and the sharing of best practices in the region. The agency's client portfolio includes international and local brands such as Carrefour, Reckitt Benckiser, L'Oréal, Nestlé, ING Group and Mercedes-Benz.

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Nicole Pruesse, CEO Northern, Central and Eastern Europe, ZenithOptimedia, said: *"I am delighted to welcome Zenith Romania as an owned and integrated part of the ZenithOptimedia family. With its great market position and the exceptional leadership of Maria Tudor, Zenith Romania is a significant contributor to growth within the region."*

Radu Florescu, CEO of the vendor, Centrade, who will remain on the Zenith Romania board, said: *“After more than a decade of building up Zenith with Maria Tudor and the team, we are happy to find ourselves alongside Publicis in the promising times ahead.”*

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.

www.publicisgroupe.com | Twitter: @PublicisGroupe | Facebook: www.facebook.com/publicisgroupe | LinkedIn: Publicis Groupe | <http://www.youtube.com/user/PublicisGroupe> | *Viva la Difference !*

About ZenithOptimedia

ZenithOptimedia is a leading global media services network with 250 offices in 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our Key clients include Armani Group, ASUS, Aviva, Bacardi-Martini, BBC Worldwide, Electrolux, General Mills, Lactalis, LVMH, Nestlé, News Corporation, L'Oréal, Oracle, Puma, Qantas, Reckitt Benckiser, Richemont Group, Royal Bank of Scotland, Sanofi, SCA, Telefónica O2, Toyota/Lexus, Verizon and Whirlpool.

www.zenithoptimedia.com | Twitter: @ZenithOptimedia | Facebook: www.facebook.com/zenithoptimedia | LinkedIn: ZenithOptimedia | The ROI Agency

Contacts

Publicis Groupe

Peggy Nahmany	Corporate Communication	+ 33 (0)1 44 43 72 83
Martine Hue	Investor Relations	+ 33 (0)1 44 43 65 00
Stéphanie Constand-Atellian	Investor Relations	+ 33 (0)1 44 43 74 44

ZenithOptimedia

Tim Collison	Communications Director	+ 44 (0)20 7961 1126
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