

MSLGROUP Establishes Presence in Thailand

Rebranding Arc PR Further Cements Publicis One's PR Expertise and Leadership in Southeast Asia

Bangkok, 7 December 2016 - Publicis One, the global communications enterprise that unites all of Publicis Groupe agency brands' capabilities and expertise under one roof, today announced the establishment of MSLGROUP in Thailand through the rebranding of Arc PR, one of the leading integrated communications agencies locally. As the influence and engagement consultancy of Publicis Groupe, MSLGROUP is the largest strategic communications and reputation advisory network in Asia and was named 2016 Regional Agency of the Year by both PRWeek Asia and The Holmes Report.

Effective immediately, Arc PR Thailand is now part of the MSLGROUP network and will operate under the MSLGROUP brand in close collaboration with the other Publicis One agencies. This move further strengthens MSLGROUP's leadership in Southeast Asia, as well as elevate Publicis One's PR expertise in Thailand.

A leading PR agency established in Thailand in 2004, housing many of the market's most renowned and experienced PR professionals under its roof, Arc PR provides a full range of PR services with special expertise in consumer PR across a wide range of categories. With local insight and close collaboration with the other Publicis Groupe agencies, it has been going beyond traditional PR to deliver creative and integrated solutions to achieve clients' communication goals. Arc PR is trusted by both world giants such as P&G, Volvo, Mead Johnson, Merlin Entertainment, as well as by local reputable businesses and brands like PT Energy, Singha Park Chiang Rai and Boon Rawd Brewery.

MSLGROUP Thailand will continue to be led by communication veteran Karl Kongkham under the guidance of Glenn Osaki, President, Asia, MSLGROUP. Kongkham will now take on the role of Director, Thailand, MSLGROUP, and continue to report to Songkran Sethesompobe, CEO, Publicis One in Thailand.

Glenn Osaki, Asia President of MSLGROUP said, "We have seen great business performance in all of our markets across the region this year and have also been recognized by the industry's most prestigious award programs as the best agency in Asia. Following a rapid expansion this year, I'm happy that we are now



present also in Thailand. For a long time, I have admired and appreciated the creative thinking and ground-breaking work that Arc PR Thailand has delivered. Arc's integrated offering and great understanding of the local market will ensure that we can provide seamless best-in-class work to local, regional and global clients and further enhance our presence and leadership in the region."

Karl Kongkham, Director, MSLGROUP Thailand said, "We're thrilled to join the MSLGROUP network at this important moment. MSLGROUP's game-changing innovations as well as its large network and resources allow us to further strengthen our capabilities, continue to deliver the most efficient and creative solutions to support our clients' business and to lead the transformation of the communication industry in Thailand. We look forward to collaborate with MSLGROUP's outstanding PR professionals all over the world to provide even stronger advisory to our clients."

Songkran Sethesompobe, CEO, Publicis One Thailand commented, "We are delighted to join forces with MSLGROUP, Asia's leading influence and engagement network. With MSLGROUP we will provide clients with more interdependent solutions and certainly be better positioned in the market. I'm confident that MSLGROUP will be the connector in Publicis One Thailand that moves the needle and sets a new benchmark for the industry."

Guillaume Herbette, CEO of MSLGROUP added, "MSLGROUP continues to build our network into one of the most robust public relations and communications networks in the world to meet the global needs of our clients. It is the eighth time in 2016 that we have added new markets to our network, including in Vietnam, Sri Lanka, West Africa, The Philippines and in the Middle East."

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Local Contact: Ninasreen Matha | M: +662 684 5563 | E: Ninasreen.Mattha@mslgroup.com

Regional Contact: Liki Qin | M: 86 135 6420 5213 | E: liki.qin@mslgroup.com

Publicis One Contact: Karen Lim | T: +33 6 20 26 75 73 | E: karen.lim@publicisone.com

About MSLGROUP in Asia

For 28 years, MSLGROUP has counselled global, regional and local clients in Asia, helping them establish, protect and expand their businesses and brands across this fast-growing region. Today, communications and engagement consultancy MSLGROUP has the largest PR, social media and events teams in Greater China (11 offices and 700+ professionals) and India (14 offices and 550+ professionals) and is actively working to lead the development of the industry with the regular publication of whitepapers/reports and innovative Learning & People Development programs to nurture talent. MSLGROUP in Asia includes 38 owned offices and over 1,500 colleagues in Beijing, Shanghai, Guangzhou, Chengdu, Hong Kong, Macau, Taipei, Tokyo, Seoul, Singapore, Manila, Ho Chi Minh City, Hanoi, Bangkok, Mumbai, Delhi, Ahmedabad, Pune, Bangalore, Chennai,



Hyderabad, Kolkata and Colombo. An activation network of colleagues reaches an additional 125 Indian and 100 Chinese cities and a strong affiliate partner network adds another 15 markets to our reach. MSLGROUP in Asia is widely recognized as an industry leader and was awarded PR Agency Network of the Year for 2012, 2013 and 2016 by Campaign Asia, as well as Asia Pacific Consultancy of the Year for 2013 and 2016 and Digital Consultancy of the Year for 2015 by the Holmes Report. For more news on MSLGROUP Asia, please follow us on www.asia.mslgroup.com | [Twitter](#) | [Facebook](#)

About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (SapientNitro, DigitasLBi, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#) .