



## PUBLICIS GROUPE

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### PRESS RELEASE

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## **Publicis Groupe in Important Digital Move in China**

- **Acquires CCG, Greater China's Largest Independent Digital Agency**
  - **CCG to be Rebranded Digitas Greater China**
  - **Move Extends Global Expansion of Digitas**

**Paris (July 31, 2007)** – Publicis Groupe S.A. (Euronext Paris: FR0000130577, NYSE: PUB) today announced its acquisition, for an undisclosed sum, of Communication Central Group (CCG), the largest independent interactive marketing agency in China. With 200 employees in Shanghai, Hong Kong, Beijing and Shenzhen, CCG is the region's only digital agency to offer a complete range of in-house services, from creative design to complex technology integration. The move makes Publicis Groupe the regional leader in digital and interactive communications.

Upon closing, privately-owned CCG will be rebranded Digitas Greater China. This strategic step marks the international roll-out of Digitas in Asia, following its recent deployment in the UK, as well as in France through the acquisition of Business Interactif. Digitas Greater China will continue to service all of CCG's existing clients, including Philips, Unilever, Bank of China (Hong Kong), Intel, HSBC Investments, Hang Seng Bank, Hongkong Land, China Eastern Airlines (Shanghai), Nippon Paint, Hitachi Global Storage Technologies, as well as Digitas clients with footprints in China. Digitas will also be launching Prodigious Greater China. Prodigious Greater China extends the geographic borders -- beyond the US and Europe -- of the first-in-market, standalone production company focused on pairing innovation in technology and execution to bring digital creative branding to life.

Under the new structure, CCG CEO Neil Runcieman will become President and Managing Director of Digitas Greater China. Neil Runcieman, whose digital activities date back to 1995, is the founder of CCG, a unique multi-channel marketing group. David Kenny, Chairman and CEO of Digitas, is charged with the global expansion of the Digitas agency brand, and is also a member of the Executive Committee of Publicis Groupe (P12), where he leads the Groupe's overall digital and interactive strategy. Publicis Groupe acquired Digitas earlier this year as part of a broad strategic expansion into the digital area.

Maurice Lévy, Chairman and Chief Executive Officer of Publicis Groupe, said *"The acquisition of CCG, with its impressive range of interactive and digital capabilities in China, is a decisive step for Publicis Groupe. When we acquired Digitas earlier this year, we announced our intention to establish a cutting-edge international digital network within our Groupe. Digitas' expansion into China through the creation of Digitas Greater China follows our recent launches of Digitas France and Digitas UK. Neil and his teams at CCG will give our clients reach into the fast-growing Chinese market, while allowing Digitas to further develop its global presence. At the same time, this move represents another step*



*of Publicis Groupe's digital strategy and our determination to maintain a leading edge in the region."*

*David Kenny, Chairman and Chief Executive Officer of Digitas added, "We're delighted to welcome CCG, and its great heritage of technology enablement innovation, into the Digitas family. Digitas and CCG have worked together for the past several years, and have found an excellent match in corporate cultures. This step is a dramatic footprint for Digitas in Asia; particularly as marketers increasingly demand digital-readiness in BRIC countries. This move brings Digitas one step closer to delivering our promise to clients of having best-in-class digital capabilities around the world. The multi-national client base suits Digitas' strategy to build the first truly global Interactive agency network. Digitas Greater China will deliver high-quality, technologically fluid work, in keeping with CCG's creative acumen and strong technological heritage."*

*Neil Runcieman, Chief Executive Officer of CCG "The management team of CCG is thrilled about joining forces with Publicis Groupe. We had reached a critical size and our new positioning will give us the global reach for serving our clients both in Greater China and internationally. As Digitas Greater China, we are well-positioned for future growth, and this development will allow us to compete on a global scale."*

China has one of the most dynamic and promising advertising markets in the world. According the ZenithOptimedia forecasts, the Chinese advertising market increased by 17.8% in 2006 and will continue to expand at double-digit rates in the coming years. The Beijing Olympics in 2008 and Shanghai World Expo in 2010 will stimulate high demand for advertising. The number of Chinese internet users already exceeds 150 million, concentrated primarily in the main urban centres. The estimate is that online expenditure now represents around 6% of total adspend and will increase to around 11% by 2009.

Publicis Groupe has nearly 3,000 employees in more than 100 offices throughout Greater China.



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#### **About Publicis Groupe**

Publicis Groupe (Euronext Paris: FR0000130577 and NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. With activities spanning 104 countries on five continents, the Groupe employs approximately 42,000 professionals.

The Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; interactive and digital marketing, marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and with a worldwide leadership in healthcare communications.

Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

#### **About Digitas**

Digitas is one of the world's leading digital marketing and media companies. The Digitas marketing engine marries art (creativity and insight) and science (analytics, delivery, media, measurement, strategy and technology) across digital, direct and indirect media to help blue-chip global brands develop, engage and profit from their customer relationships. Agency sub-brands and subsidiaries include Digitas USA, Digitas Health, Digitas Global, Digitas London, Digitas France and Prodigious Worldwide, the dedicated digital productions company. Digitas also has an office in Tokyo through Business Interactif. Digitas is a member of the Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577, NYSE: PUB), the world's fourth largest communications group and second largest media counsel and buying group.

Web site: [www.digitas.com](http://www.digitas.com)

#### **About Communication Central Group (CCG)**

With 200 employees in Hong Kong, Beijing, Shenzhen, and the Shanghai headquarters, Communication Central Group (CCG) provides clients with a wide range of interactive solutions: CCG offers the full spectrum of interactive marketing solutions: Its integrated online strategies encompass technology, advertising, CRM, streaming, and loyalty marketing. CCG is a powerful combination of award-winning agency creativity, proven digital technologies, and experienced and trusted industry experts, delivering focused and measurable marketing solutions and intelligence that give the critical edge for success in the growing Greater China economy.

Web site: [www.commcentral.com](http://www.commcentral.com)

#### **Contacts**

##### **Publicis Groupe**

Eve Magnant, Corporate Communications

+ 33 (0)1 44 43 70 25

Martine Hue, Investor Relations

+ 33 (0)1 44 43 65 00

##### **Digitas**

Samantha di Gennaro

+ 1 212 966 9525

##### **Communication Central Group**

Neil Runcieman

+ 86 1376 4303 437

+ 852 9303 0111

Sherry Wong

+ 852 2236 0022



## PUBLICIS GROUPE

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### APPENDIX 1 : CCG Fact Sheet

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**Communication Central Group (CCG)** is a powerful combination of award-winning agency creativity, proven digital technologies, and experienced and trusted industry experts; delivering focused and measurable marketing solutions and intelligence that give the critical edge for success in the growing Greater China economy.

**CCG's mission** is to make marketing more interactive, integrated, measurable, profitable and unbeatable everyday.

**Founded in:** 2002. The original company that evolved to form the basis for CCG was called 'Lemon' and was started in Hong Kong in 1995.

**4 Offices:** Shanghai (Headquarters), Hong Kong, Beijing, Shenzhen

**Staff:** 200

#### Practice Areas

**Solutions** – Corporate Portal, System Integration, Product Development, Integrated Technology Solutions

**Campaign** – Integrated ATL Online Development, Campaign Websites, Corporate Websites, Email Marketing, Interactive Rich-Media, Key Account Management

**Customer Relationship Management** – Customer Database Acquisition, Segmentation and Management, Call Center, Direct Mail, Telemarketing, Loyalty and Membership Programs

**Streaming** – Live and Archived Webcasting, Full-Range of In-house Video Services

#### Partners

IBM, HP, Oracle, BEA, Sun Microsystems, MicroStrategy.

#### Selected Client List:

Philips, Unilever, Bank of China (Hong Kong), Intel, HSBC Investments, Hang Seng Bank, Hongkong Land, China Eastern Airlines (Shanghai), Harley Davidson, Sun Hung Kai Finance, Jardine Schindler, Wrigley, Mandarin Oriental Hotels, Nippon Paint, and Hitachi Global Storage Technologies.

#### Leadership Team:

Neil Runcieman, Founder, CEO to become President, Managing Director, Digitas China

Louise Au, Director, Account Services to become SVP, General Manager, Digitas China

Sherry Wong, COO to become SVP, General Manager, Prodigious China

#### Neil Runcieman



President and Managing Director, Digitas Greater China.

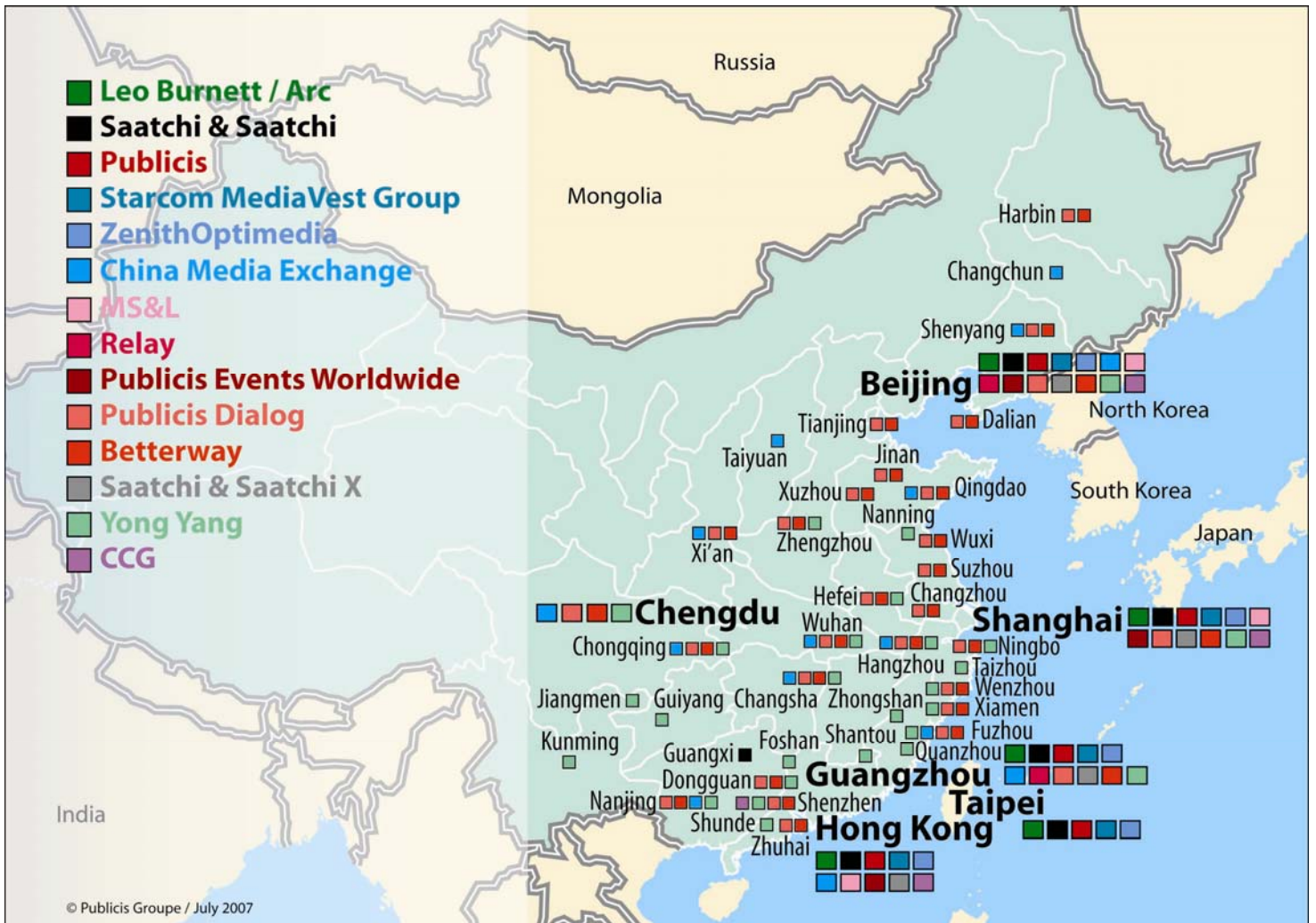
In July 2007, following the acquisition by Publicis Groupe, Neil Runcieman was named President and Managing Director of the newly-branded Digitas Greater China. Prior to this, Neil had led CCG, a unique multi-channel marketing company for China. He led the CCG executive management team and was responsible for both formulating and implementing CCG's business strategy. Neil is a creative writing specialist with over twenty years experience, first, in writing and production for radio, print, video and rich media, then as a senior operational director for Hong Kong-based Jardine Matheson Group. Neil is from the UK and has a post-graduate degree in foreign languages from London University. In addition to his executive duties he continues to work creatively on key accounts and his work has won major awards on three continents.



PUBLICIS GROUPE

APPENDIX 2

PUBLICIS GROUPE IN CHINA



Graphic available upon request