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PRESS RELEASE



Rosetta Chairman, Founder Chris Kuenne Steps Down

Publicis Groupe Chairman and CEO Maurice Lévy said, *“Through vision and passion, Chris was able to build and scale a truly unique agency model. Chris had already been non-executive Chairman for a while and thanks to a good succession plan and an excellent hand over to Tom Adamski, CEO, Rosetta will continue to grow and develop innovative strategy. I wish Chris the very best.”*

January 16, 2014, Paris – **Publicis Groupe (Euronext Paris: FR0000130577)** announces that Rosetta Chairman and Founder Chris Kuenne has stepped down from his role with the agency. Kuenne, who founded Rosetta in 1998 and served as CEO until April 2013, played a key role in Rosetta’s growth and evolution from a consulting-centered interactive agency into the world’s leading customer engagement agency.

Publicis Groupe Chairman and CEO Maurice Lévy said, *“Through vision and passion, Chris was able to build and scale a truly unique agency model. Chris had already been non-executive Chairman for a while and thanks to a good succession plan and an excellent hand over to Tom Adamski, CEO, Rosetta will continue to grow and develop innovative strategy. I wish Chris the very best.”*

“Chris started Rosetta 15 years ago based on the idea of empowering marketers through a deep understanding of consumer behavior,” said Rosetta CEO Tom Adamski. *“That founding idea led us to where we are today, the only agency in the world that can combine the insights and technology of data-driven marketing with the ideas and experiences of next-generation storytelling.”*

“We thank Chris for his tireless dedication and strong leadership that has led to Rosetta’s valued position in the Groupe,” added Publicis Groupe Chief Operating Officer Jean-Yves Naouri. *“We wish him well in his new endeavors.”*

“As I move on to new pursuits as founder of the private equity firm Rosemark Capital Group and professor of technology and entrepreneurship at Princeton University, I look forward to Rosetta’s continued success under Tom’s leadership,” said Kuenne.

Since taking over as Rosetta CEO in April 2013, Adamski has moved forward with an aggressive global expansion plan and made a number of key hires, including: Chief Strategy Officer Scott Sorokin; Global Chief Creative Officer Lars Bastholm; Chief Technology Officer Joe Lozito; Managing Partner, Program Management Office, Jeff Thaler; and Partner, Head of Marketing, Gary Schechner. Rosetta also recently promoted Alexander Mahernia to Chief Creative Officer, North America.

Rosetta employs more than 100 consultants, 300 technologists, 200 creatives, 300 marketing strategists, 120 Paid, Owned & Earned Media experts and 30 data strategists/advanced analytics team members across 10 offices around the world.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. The Groupe offers 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 Rosetta

Rosetta is a customer engagement agency engineered to transform marketing for the connected world. Our mission is to be a catalyst for growth, driving material business impact by translating deep consumer insights into personally relevant brand experiences across touch points and over time. Our unique capabilities and the way we activate them have enabled our market leadership position, operating as an independent brand in the Publicis Groupe of global agencies.

www.rosetta.com | Twitter: @RosettaMktg | Facebook: www.facebook.com/rosetta

About Rosemark Capital Group

Rosemark Capital Group is focused on partnering with entrepreneurial leaders of IP-centered firms that seek to accelerate their growth and impact through technology. Its landmark study evaluating the commonalities among those who've succeeded – Four Growth Cornerstones: The Playbook for the Transformative Entrepreneur – will appear in fall/winter 2014-2015.

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