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# PRESS RELEASE



## **PUBLICIS GROUPE ACQUIRES NURUN, GLOBAL DESIGN AND TECHNOLOGY CONSULTANCY, SUBSIDIARY OF QUEBECOR MEDIA**

**Publicis Groupe (EURONEXT Paris: FR0000130577)** announced today the acquisition of Nurun, a leading independent global design and technology consultancy, from Quebecor Media for 125 million Canadian dollars.

Headquartered in Montreal, Nurun, one of the leading independent digital networks, brings together human insight and new technology to design brilliant products and services, helping business thrive in a connected world. Founded in 2000, marking the beginning of its international expansion, Nurun has consistently grown its revenues and margins while strategically expanding its global footprint and capabilities.

Nurun's business is rooted in two primary areas: Nurun Global, providing high value digital communication services that bridge strategy, design, ecommerce and technology, serving as the basis of its global market presence, and Nurun IT Consulting Services in Quebec, providing IT outsourcing and system integration services primarily to the Quebec Provincial Government.

Nurun's specialities include IT innovation, integration and maintenance across the following areas: design research, digital products, service design, transactional platforms, user interfaces and post-PC ecosystems.

With 11 offices and 1,100 employees worldwide in San Francisco, Atlanta, Toronto, Montreal, Quebec, Madrid, Paris, Nancy, Milan, Turin and Shanghai, Nurun works with heavyweight brands such as Adidas, L'Oréal, Videotron, LVMH, Pirelli, SNCF, Haier, Pernod-Ricard, The Home Depot, Walmart, Sony, Google, LeapFrog and Tesla Motors. In 2013, Nurun recorded revenue of 139 million Canadian dollars.

The agency will operate under its existing management team with Jacques-Hervé Roubert as President and CEO.

*“The acquisition of Nurun is another step forward in strengthening our world-class digital operations, and position as The Human Digital Agency,”* said Maurice Lévy, chairman and CEO of Publicis Groupe. *“Nurun’s expertise, based on a combination of design and new technologies, will not only bring widely-recognized talent and capabilities to our clients, but also strengthen Publicis Groupe’s digital global presence. The quality of the work delivered, the innovative solutions developed by Nurun and its talent pool made Nurun an obvious candidate to complement Publicis’ portfolio of digital assets,”* he continued.

*“Publicis Groupe is a leader in digital communications, and we believe Nurun’s growing business will benefit from being a part of it. We are looking forward to becoming part of Publicis Groupe to develop our practice, better serve clients and continue to pioneer digital expertise,”* commented Jacques-Hervé Roubert.

## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world’s leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBI, Razorfish, Rosetta, VivaKi), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs 62,000 professionals.  
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*Viva la Difference !*

## About Quebecor

Quebecor, a Canadian telecommunications, entertainment and news media leader, is one of the best-performing integrated communications companies in the industry. Driven by their determination to deliver the best possible customer experience, all of Quebecor’s subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services. Quebecor (TSX: QBR.A, QBR.B) is firmly based in Québec. It holds a 75.36% interest in Quebecor Media, which employs more than 15,000 people in Canada. A family business founded in 1950, Quebecor is strongly committed to the community. Every year, it actively supports people working with more than 400 organizations in the vital fields of culture, health, education, the environment and entrepreneurship.  
[www.quebecor.com/en](http://www.quebecor.com/en)  
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