

PUBLICIS GROUPE AGENCIES DIGITALSBI AND SAPIENTRAZORFISH NAMED LEADERS IN GARTNER'S 2017 MAGIC QUADRANT FOR GLOBAL DIGITAL MARKETING AGENCIES

Paris – April 25, 2017- Publicis Groupe's [Euronext Paris FR0000130577, CAC 40] agencies DigitasLBI and SapientRazorfish, both part of the Publicis.Sapient platform, have been named as Leaders in Gartner, Inc.'s newly published "Magic Quadrant for Global Digital Marketing Agencies" report. This is DigitasLBI's second consecutive year in the "Leaders" quadrant, and the first year SapientRazorfish has been recognized as a combined entity, with it being the fifth consecutive time SapientNitro and Razorfish, respectively, have been positioned in the Leaders quadrant.

The report evaluated 22 digital agencies based on 15 different criteria. DigitasLBI achieved the highest position for its ability to execute in the Magic Quadrant for Global Digital Marketing Agencies. SapientRazorfish has been recognized by Gartner as a Leader for completeness of vision and ability to execute, which, according to Publicis Groupe, shows the overall strength and capabilities of Publicis.Sapient in helping clients transform in a digitally disrupted environment.

Those positioned in the Leaders quadrant are found by Gartner to possess deep, broad capabilities across all competencies, most notably related to strategic services which include business strategy and digital business transformation skills. Leaders implement comprehensive, effective solutions that leverage sizable investments in creative talent and marketing technology. They invest their own R&D dollars to set market direction. As a result, Leaders are the providers to watch in the ongoing evolution and transformation of marketing in a digital world.

Leaders maintain a viable business, regardless of the global economy. Leaders extend their client relationships far beyond marketing promotions, often appearing on competitive bids outside their primary sector (for example, management consulting, production ideation and product development requests for quotations). Leaders help their clients develop digital marketing platforms designed for systemic growth and scale; they do so by harnessing their own significant expertise implementing digital marketing programs driven by data and analytics.

"We believe being named a Gartner Magic Quadrant Leader two years in a row, and now achieving the highest position for our ability to execute, emphasizes that DigitasLBI delivers real marketing solutions across a complex brand, customer and media environment," says Nigel Vaz CEO, Global President, DigitasLBI (and CEO, Publicis.Sapient, EMEA and Asia-Pacific).

"We were also recently recognized for our leadership in marketing transformation in two IDC MarketScape research reports, where DigitasLBI was named a worldwide Leader in Digital Customer Experience and Digital Product Innovation," adds Tony Weisman, CEO, DigitasLBI North America.

"Our clients are grappling with the need to reconfigure their businesses at a speed being dictated by an increasingly connected consumer, and Publicis.Sapient is pioneering a new way of working with clients that can be implemented at an open, configurable and enterprise scale," said Alan Wexler, chief executive officer, SapientRazorfish and Co-CEO of Publicis.Sapient. *"By forming SapientRazorfish and more tightly integrating DigitasLBI's deep heritage in marketing transformation, we feel our position as a Leader further validates an*



already strong foundation built over decades and through an early understanding of the digital evolution's change imperative."

Publicis.Sapient's unique organizational design allows clients to benefit from the deep industry expertise of Sapient Consulting while leveraging the best talent and capabilities across DigitasLBI and SapientRazorfish – two leaders that share a long history of helping companies evolve by putting digital at the core. Building on Publicis Groupe's Power of One strategy, the connected capabilities ensures clients are always at the center of its business by connecting its solution hubs to deliver both breadth and depth of capabilities and expertise.

The Gartner "Magic Quadrant for Global Digital Marketing Agencies" report follows further analyst recognition for Publicis.Sapient, with both DigitasLBI and SapientRazorfish being recognized by the IDC MarketScape as Leaders for Worldwide Digital Strategy and Agency Services. The IDC MarketScape looked at firms that focus on delivering customer-centric digital experiences across the entire customer journey.

[Click here to read](#) the Gartner 2017 Magic Quadrant report.

For more information on the Gartner 2017 Magic Quadrant report, visit www.digitaslbi.com and sapientrazorfish.com/mq.

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About this year's Gartner, Inc.'s Magic Quadrant for Global Digital Marketing Agencies "Leaders"

Gartner defines Magic Quadrant "Leaders" by the following:

Leaders possess deep, broad capabilities across all competencies, most notably related to strategic services (which include business strategy and digital business transformation skills). Leaders implement comprehensive, effective solutions that leverage sizable investments in creative talent and marketing technology. They invest their own R&D dollars to set market direction. As a result, Leaders are the providers to watch in the ongoing evolution and transformation of marketing in a digital world.

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About IDC MarketScape's Vendor Analysis

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the shortterm. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the circles. Vendor year-over-year growth rate relative to the given market is indicated by a plus, neutral or minus next to the vendor name.

About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), Publicis Media (Starcom, Zenith, Mediavest | Spark, Blue 449, Performics), Publicis.Sapient (SapientRazorfish,



DigitasLBI, Sapient Consulting) and Publicis Health. These 4 Solution hubs operate across principal markets, and are carried across all others by Publicis One, a fully integrated service offering bringing together the Groupe's expertise under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

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About SapientRazorfish

SapientRazorfish is a new breed of transformation partner designed to help companies reimagine their businesses for the connected world. With more than 12,000 people and 70 offices around the globe, our capabilities span growth and business model strategy, new product and service innovation, customer experience, enterprise digital transformation, IT modernization, omni-channel commerce, precision marketing, change management, digital operations, digital innovation, data strategy and advanced analytics.

Business _ Reimagined for a Connected World

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About DigitasLBI

DigitasLBI is a data-inspired lead agency. We fuse creativity, data, and technology to help our clients transform their business. A top-ten global marketing and technology agency, DigitasLBI is comprised of 6,000 digital and technology experts across 40 offices in 25 countries worldwide. DigitasLBI is part of Publicis.Sapient a Digital Transformation Platform purpose-built to solve for the challenges of today's digital world — where companies seek to become fully digital businesses. Publicis.Sapient is 23,000 people strong, across 100 offices in 50 countries. For more information, visit www.publicis.sapient.com.

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