

Press release

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PUBLICIS GROUPE ACQUIRES CNC, GERMAN-BASED STRATEGIC CONSULTANCY NETWORK WITH GLOBAL FOOTPRINT WILL ALIGN TO MSLGROUP

"Bringing CNC into MSLGROUP makes us one of the top three networks in Germany, and at the same time gives us very valuable additional strategic capabilities in other key markets. We see considerable potential in matching and leveraging our collective competencies and relationships," declared Olivier Fleurot, CEO MSLGROUP.

Publicis Groupe [EURONEXT Paris: FR0000130577] announced today the acquisition of strategic communications consultancy CNC - Communications & Network Consulting AG (CNC).

CNC will become part of MSLGROUP, the flagship strategic communications network of Publicis Groupe.

Headquartered in Munich, Germany, CNC is an international strategic communications consultancy group. CNC, which employs around 100 professionals, is present in 14 cities across Europe, Asia, North and South America. Since its founding in 2002, the consultancy has regularly achieved double-digit annual growth.

With an exceptional client portfolio, CNC advises large corporations, mid-cap companies, institutions and individuals on all aspects of strategic communications within their specific markets. CNC's services range from strategic communications and reputation management to financial communications, crisis counseling including litigation advisory, branding and public affairs.

In the IPO market, CNC has been the market leader in Germany since 2005. The consultancy has been involved in more than 100 transactions with a total volume of more than 180 billion Euro and has a particularly strong focus on cross-border mandates.

Terms of the transaction were not disclosed, the completion of which is subject to the usual anti-trust approvals.

CNC will be aligned to MSLGROUP. Its leadership under CEO Dr. Christoph Walther remains unchanged. MSLGROUP CEO Olivier Fleurot and MSLGROUP President for the EMEA region, Anders Kempe, will join CNC's supervisory board where Mr Kempe will become Chairman.

MSLGROUP will work to build seamless collaboration between CNC and the rest of the MSLGROUP network.

In Germany, clients will be offered the services of two consultancies:

- CNC with its particular focus on strategic, financial and corporate communications as well as public affairs
- MSL Germany, with its broad capabilities across the communications spectrum including social media, corporate communications and reputation management. MSL Germany is headed up by CEO Dr. Wigan Salazar.

"CNC is one of the premier strategic and financial public relations firms in Europe, with a client base that is outstanding. I have followed CNC's success story with interest and I am impressed by the company's entrepreneurial spirit. The skill set will fit perfectly into our group and our strategy to make Germany one of our key hubs." commented Maurice Levy, Publicis Groupe Chairman and CEO.

Olivier Fleurot, CEO MSLGROUP, said: *"Bringing CNC into MSLGROUP makes us one of the top three networks in Germany, and at the same time gives us very valuable additional strategic capabilities in other key markets. We see considerable potential in matching and leveraging our collective competencies and relationships."*

Christoph Walther, CEO of CNC added, *"We are very excited to team up with Publicis Groupe's strategic communications network MSLGROUP as it provides us with a truly global footprint. While our current clients will enjoy continued high-class service by the existing CNC offices, we will be able to tap into the significant benefits offered by being part of MSLGROUP."*

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, part of the CAC 40 index] is the third largest communications group in the world, offering the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe's media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs 54,000 professionals.

Web: www.publicisgroupe.com | Twitter: [@PublicisGroupe](https://twitter.com/PublicisGroupe) | Facebook: www.facebook.com/publicisgroupe

About MSLGROUP

MSLGROUP is Publicis Groupe's PR, strategic communications and engagement group, advisors in all aspects of communication strategy: from consumer PR to financial communications, from public affairs to reputation management and from crisis communications to event management. With more than 3,600 people, its offices span 22 countries. Adding affiliates and partners into the equation, MSLGROUP's reach increases to 4,000 employees in 83 countries. Today the largest PR network in Greater China and India, the group offers strategic planning and counsel, insight-guided thinking and big, compelling ideas – followed by thorough execution.

www.mslgroup.com | Twitter: [@msl_group](https://twitter.com/msl_group)

About CNC – Communications & Network Consulting AG

CNC - Communications & Network Consulting AG is an international strategic communications consultancy group which advises large corporations, mid-cap companies, institutions and individuals on all aspects of strategic communications within their specific markets. With around 100 employees and represented in 14 cities across Europe, North America and Asia, and a particularly strong focus on cross-border mandates, CNC is one of the world's leading international strategic communications consultancies.

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