



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe increases its stake in Wefcos Véronique Morali appointed Wefcos President

Paris, January, 27th, 2011 - Publicis Groupe today announced that it has acquired Aude de Thuin's remaining stake in Wefcos, the company that organizes the Women's Forum. Véronique Morali, President of Fimalac Développement and of Terrafemina, has been appointed the President of Wefcos.

In September 2009, Publicis Groupe acquired a majority stake in Wefcos, the company responsible for organizing the Women's Forum, an event created and chaired by Aude Zieseniss de Thuin.

After working closely with CEO Jacqueline Franjou for over a year, and following the success of the Women's Forum in October 2010, Aude Zieseniss de Thuin has decided to focus on other projects both in France and abroad. She also decided to sell her remaining shares to Publicis Groupe.

"Over the past six years, the Women's Forum has grown to become a prominent international event. I built this project and took it as far as I could. Now, the transition has gone well and the Forum's future is in good hands. Publicis Groupe has everything it takes to take the Forum concept even further. The other minority shareholders who have helped me over the last six years will be keeping their shares. I now want to focus entirely on new projects," said Aude Zieseniss de Thuin.

According to Olivier Fleurot, CEO of MSLGROUP, Publicis Groupe's Public Relations & Events network, *"Aude's vision and determination are what made this Forum successful. Through this event she contributed to promoting the role of women in all sectors of society throughout the world. With the appointment of Véronique Morali, and building on the success of the last Forum, we can now work on the international development and enhancement of the concept. There is a lot to be done to further the cause and place of women in our societies."*

"I am very happy to be taking over as President of the Women's Forum and am determined to make it even more of a center of discussion and progress for women in order to help them to play their rightful part in society. This commitment is perfectly in keeping with the activities and ambition of Terrafemina," said Véronique Morali.

Véronique Morali has served in the French civil service (Ministry of Finance), and is currently President of Fimalac Développement, Terrafemina, Force Femmes, and a Director of The Coca Cola Company. She also serves on the supervisory boards of Cie Financière Edmond de Rothschild and Publicis Groupe.

The Women's Forum was created in 2005 to promote the viewpoint of women on the economic and social issues of our times, and has since taken on an international dimension unparalleled among comparable events. The purpose of the Forum is to organize thought, discussion and action at an event where women and men from all over the world address the most pressing issues of the moment. In 2010, the Forum was attended by 1300 participants from over 80 countries.



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About Publicis Groupe

Publicis Groupe (listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index) is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops new services, tools, and next generation digital platforms. Publicis Groupe's specialized agencies and marketing services offer healthcare communications with Publicis Healthcare Communications Group (PHCG, the first network in healthcare communications), sustainability communications and multicultural communications. With MSLGROUP, one of the world's top five PR and Events networks, expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events.

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