



Publicis Media Unfolds Its Organisation Powered by Four Global Brands— Starcom, Zenith, Mediavest | Spark, and Optimedia | Blue 449

Appointments Announced for Regional and Agency Leadership

Paris, France, March 9, 2016 - Publicis Media today unveiled structure and leadership appointments for its organisation, as announced by Steve King, CEO, Publicis Media.

“We are driven to get to the future first,” says King. “Publicis Media is a fresh opportunity to simplify our organisation, invent more modern approaches to gain efficiency, introduce structures for greater collaboration and effectiveness, and drive new levels of scale and client value.”

“The new Publicis Media imagined by Steve King is fully equipped to fit the future and best serve our clients,” Maurice Lévy, Chairman & CEO, Publicis Groupe, endorses, “A leaner and simpler structure will bring more value to our clients and will further accelerate our growth.”

Publicis Media’s structure will cover Top 20 markets, organised by three regions and led by Tim Jones, Regional CEO for the Americas, Iain Jacob, Regional CEO for EMEA, and Gerry Boyle, Regional CEO for APAC.

At a global management level, Adrian Sayliss will become CFO for Publicis Media, Séverine Charbon will become the Chief Talent Officer for Publicis Media, and John Sheehy will oversee Global Clients for Publicis Media.

Publicis Media will consolidate its six global agency brands: Starcom, Mediavest, Spark, Zenith, Optimedia and Blue 449 into four global agency brands. Those four global agency brands are as follows:

- **Starcom** and **Zenith** will each continue to operate as global agency brands
- **Mediavest | Spark** will be a third large global agency brand
- **Optimedia | Blue 449** will be brought together to form a powerful global challenger brand

Each agency will be led by a Global Brand President with Lisa Donohue as Global Brand President for Starcom, Vittorio Bonori as Global Brand President for Zenith, Brian Terkelsen as Global Brand President for Mediavest | Spark, and Andras Vigh as Global Brand President for Optimedia | Blue 449. These Global Brand Presidents will be responsible for leading clients, driving growth and enabling best work.

Additionally, there will be four US CEOs with Chris Boothe becoming CEO of Mediavest | Spark, Dave Ehlers of Optimedia | Blue 449, Lou Rossi continuing at Zenith and Lisa Donohue continuing as US CEO for Starcom until a successor is named. All US brand leadership will report into Tim Jones, CEO of Americas.

Dave Penski will become Chief Investment Officer for Publicis Media in the U.S. overseeing all media investment and media vendor partnerships. He reports to Jones. Publicis Media’s U.S. consolidated investment power, estimated at \$39 Billion and 33% market share, makes Publicis Media the largest media buying entity in the U.S., according to RECMA’s most recent Overall Activity Ranking Report.



Powering Publicis Media will be seven centralised 'Global Practices' that standardise approaches, scale quickly and deliver connectivity, consistency, that span geography, agency brands and clients. These Global Practices will be:

- **Data, Technology & Innovation** led by Stephan Beringer
- **Content** led by Belinda Rowe
- **Trading & Buying** led by Simon Pardon
- **Performance** led by Michael Kahn
- **Business Development & Communications** led by Lauren Hanrahan
- **Business Transformation** led by Richard Hartell
- **Analytics, Research & Insight** led by Steve Simpson

In this new model, the agency network names of Starcom Mediavest Group and ZenithOptimedia Group are retired to better enable a flatter organisational structure. Publicis Media will deliver client value through combined scale and capabilities of our media agency brands.

VivaKi capabilities will be fully integrated into Publicis Media's Global Practice model. Performics will remain Publicis Media's global performance marketing brand and scale across all agency brands.

The reorganisation of Publicis Groupe's media capabilities into a Publicis Media hub is part of Publicis Groupe's transformation efforts previously announced. Publicis Groupe is organised into four Solutions hubs—Publicis Communications led by Arthur Sadoun, Publicis Media led by Steve King, Publicis.Sapient led by Alan Herrick and Publicis Health led by Nick Colucci—which are connected through a Chief Revenue Officer organization, led by Laura Desmond, which will deliver client satisfaction across Publicis Groupe's entire range of services.

About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. Active across the entire value chain, from consulting to creation and execution, Publicis Groupe offers its clients a unified, fluid model allowing them access to all the Groupe's tools and expertise around the world. Publicis Groupe is organized across four Solutions hubs: "Publicis Communications" (Publicis Worldwide with MSL, Saatchi & Saatchi, Leo Burnett, BBH, and Prodigious), "Publicis Media" (Starcom Mediavest, ZenithOptimedia and VivaKi.); "Publicis.Sapient" a one of a kind global digital platform (Sapient Consulting, SapientNitro, DigitasLBI, Razorfish) and Publicis Healthcare. Present in 108 countries, the Groupe employs more than 77,000 professionals.

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