

PUBLICIS COMMUNICATIONS APPOINTS MAGNUS DJABA AS GLOBAL PRESIDENT SAATCHI & SAATCHI; ROBERT SENIOR TO LEAVE TO PURSUE PERSONAL PLANS

January 11, 2017 – Magnus Djaba, UK CEO of Saatchi & Saatchi Fallon, will take on the newly created global president role and will lead the network, alongside Kate Stanners, worldwide chief creative officer and chairwoman, and David Hackworthy, worldwide chief strategy officer.

Robert Senior, global CEO Saatchi & Saatchi, will ensure a smooth transition over the next three months, and will continue to work directly with Arthur Sadoun, CEO Publicis Communications, as strategic advisor throughout the rest of the year before leaving the network to pursue personal ambitions.

Djaba will add this new global role to his existing responsibilities. Djaba has led Saatchi & Saatchi London since 2011 and has overseen 50% growth at the agency, by delivering new capabilities to existing clients and some transformational new business wins such as EE, HSBC, Direct Line and more recently Asda. In 2016 Saatchi & Saatchi London ranked number one on Campaign's New Business league table. These results have been achieved alongside a breakthrough creative performance with campaigns such as Deutsche Telekom's Sea Hero Quest, and award wins at Cannes, Clios, D&AD and The One Show.

Arthur Sadoun, commented: *"I want to thank Robert for the drive, dedication and determination he has brought to Saatchi & Saatchi and Publicis Communications. Magnus' appointment to global president is first and foremost in recognition of the strong results he has driven for Saatchi & Saatchi London and the value he has generated for his clients. I am confident that he will be a key pillar of the Groupe's 'Power of One' strategy and will strongly contribute to the development of Publicis Communications by leveraging the S&S purpose and its 'Nothing is impossible' spirit."*

Robert Senior added: *"It's been a brilliant adventure, with the bruises and tattoos to show for it. This agency, its people and its culture, have been, and will always be, defining for me. But everything takes its natural course and I have decided the time is right for me to do something different, and to fulfil some longstanding promises to myself. I will miss the extraordinary people at Saatchi & Saatchi and Fallon, but I leave excited about my future and incredibly proud of the past."*

"I couldn't be more pleased for Magnus, with whom I have worked for 14 years and whose intelligence, integrity and loyalty I have admired and valued throughout. I have committed to helping Magnus manage the transition over the coming months – and I am confident he, Kate and David will make a magnificent trio and will enjoy tremendous success together along with the very brilliant teams across the network. And it goes without saying that I'd like to wish Arthur and the Publicis Groupe all the best for what I have no doubt will be a very exciting future."



Magnus Djaba commented: *"Robert isn't just a giant of our industry, he's a giant in my life. He taught me that you never own talent, you only borrow it. Saatchi & Saatchi has been fortunate to borrow such talent for many years. I could have had no better tutor to prepare me to follow in his footsteps as the leader of the world's best-known agency brand and I'm deeply grateful both to him, and to Arthur, for the opportunity to lead the next stage of our growth. Saatchi & Saatchi will continue to be an active element of Publicis Groupe's 'The Power of One' strategy and will benefit the incredible assets available across the Groupe."*

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 (SapientNitro, Razorfish, 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 Publicis Communications

Publicis Communications is one of the four solutions hubs of Publicis Groupe, alongside Publicis Media, Publicis.Sapient and Publicis Healthcare. Led by Arthur Sadoun, CEO, Publicis Communications unites the Groupe's creative offering : Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, BBH, as well as, Prodigious, a global production leader, and MSLGROUP, specialized in strategic communications. Present in over 100 countries, Publicis Communications aims to deliver transformative work to its clients and to attract the best talents in the industry. Publicis Communications draws upon the expertise of over 35,000 employees.

About Saatchi & Saatchi

Saatchi & Saatchi is known for its outstanding creative ideas that generate powerful emotional connections between consumers and products. The Saatchi & Saatchi network spans 130 offices and counts 6,500 employees. Saatchi & Saatchi is a part of Publicis Communications, one of Publicis Groupe's four Solutions hubs where creative communications come together. www.saatchi.com

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