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PRESS RELEASE



MAURICE LÉVY RECEIVES THE “DIVERSITY PIONEER AWARD” FROM THE AMERICAN ADVERTISING FEDERATION (AAF)

Publicis Groupe [Euronext Paris : FR0000130577, CAC 40] At the annual Diversity Achievement Mosaic Awards ceremony, Maurice Lévy, Chairman and CEO of Publicis Groupe, was honored with the Diversity Pioneer award, the highest distinction given at this occasion.

Launched in 2001 by the American Advertising Federation (AAF) and the Mosaic Center, an integrated sector of the AAF, the Mosaic Awards mission is to promote diversity in the communications industry by valorizing the efforts and achievements in multicultural marketing.

Publicis Groupe and its agencies participate actively in these efforts, notably across its various projects driven by the Groupe Diversity Council in the United States, which brings together the Diversity Managers of the various agencies and networks of the Groupe around common projects.

This is the first time that the Diversity Pioneer Award has been given to a non-American leader of a communications group.

Maurice Lévy said, *“Our Groupe is very attached to a simple, yet strong, set of values—honesty, integrity, and respect for others. This award from the AAF is a recognition of what sets our group apart, expressed through our motto ‘Viva la Difference!’. Success in Diversity and Inclusion is a long road, daily, collective and individual, because each and every person must partake. I am very honored to receive this award, which also goes for the ensemble of our teams and talents.”*

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBi, Razorfish, Rosetta, VivaKi), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs more than 62,000 professionals.

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