



# Press release

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## **PUBLICIS GROUPE ACQUIRES MONTEROSA, AWARD-WINNING GLOBAL MOBILE AGENCY MOVE TO BOOST BBH NETWORK'S PROFILE IN KEY MOBILE MARKETING SEGMENT**

*"The ubiquity and intimacy of smartphones make mobile campaigns an entirely new way to communicate with consumers," said Gwyn Jones, CEO of BBH Group. "Mobile ads can be uniquely useful and pertinent — but they can also be perceived by consumers as disruptive. It's vital that we help our clients develop campaigns that are not just technically seamless, but also friendly and relevant. We've been working with Monterosa for 18 months now. They have a great team, and a culture and approach that fit well with ours. We're very excited about the potential for this strategically important move."*

Publicis Groupe [Euronext Paris: FR0000130577] announced today the acquisition of the award-winning global mobile agency Monterosa. The agency will report into Bartle Bogle Hegarty (BBH), providing the network with a core specialty in mobile communications and a team of dedicated specialists around the world.

The move follows Publicis Groupe's pioneering expansion into the mobile advertising market with its acquisition of Phonevalley in 2007. Like Phonevalley, Monterosa is exclusively committed to mobile marketing and communications, one of the high-growth digital sectors in which Publicis Groupe is committed to expanding its footprint.

Founded in 2009 by four Swedes — Johan Hemminger, Johan Ståhle, Anton Holmquist and Carl Norberg — Monterosa has offices in New York, Singapore and is headquartered in Stockholm. The agency's 30-strong team works with some of the world's biggest brands, including Carlsberg, Google, Mercedes Benz, Samsung and Vodafone. Award-winning work has included Mini Cooper's 'Getaway' campaign (2011) and a number of global apps such as Buick Encore's 'Hide and Seek' in China, Lufthansa's 'Anywake' in Scandinavia, AT&T's 'Daybreak' in the US and the Pan-Asian Axe 'Dare' app for Unilever.

Monterosa will keep its name and the agency will work with its own clients as well as other advertising agency partners throughout BBH and Publicis Groupe. The deal will enable Monterosa to grow its footprint to other areas in the world and work more closely with its clients. Carl Norberg, a

co-founder of Monterosa, will continue to manage the agency and will report to BBH Group's CEO, Gwyn Jones.

The interactive and mobile advertising and communications sector is currently experiencing spectacular growth as it benefits from convergent technological developments and the massive spread of smartphones. According to eMarketer, worldwide mobile-ad spending will reach \$6.4 billion in 2012 and more than \$23.6 billion by 2016. Monterosa's strong expertise in mobile and its multi-region profile will provide BBH with a core specialty in this key sector, which is one of the fastest growing media channels.

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Johan Hemminger, CEO of Monterosa Stockholm, added, *"Our two companies share a passion for producing highly creative, disruptive ideas with a dedication to craft. This deal will enable us to take our work to the next level."*

## 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 (Digitas, Razorfish, Rosetta, VivaKi), traditional advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media buying and strategy (Starcom MediaVest Group and ZenithOptimedia) and specialized communications with PHCG (Publicis Healthcare Communications Group). Present in 104 countries, the Groupe employs 56,000 professionals.

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*Viva la Difference !*

## About BBH

In the first half of this year BBH in London was awarded Agency of the Year at the British Arrows (BTAA) and won Creative Review magazine's Agency of the Year. BBH Group was awarded the coveted Agency of the Year award at the Webby Awards in the USA. BBH London is Campaign magazine's current Agency of the Year and won the Grand Prix for Effectiveness at the Cannes Festival of Creativity in June.

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