

Press release



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PUBLICIS GROUPE ACQUIRES TPM COMMUNICATIONS IN CANADA, A LEADING DIGITAL, EVENT AND VIDEO AGENCY

"TPM is a natural collaborator and partner for Saatchi as we have always been impressed with the quality of their work, and we have had a successful record of working well together in the past" said Stuart Payne. "TPM's expertise in digital, event production and video solutions has little overlap with Saatchi's core offerings. Our two companies are completely complementary, allowing us to create a totally integrated solution for our clients".

Publicis Groupe [EURONEXT Paris: FR0000130577] today announced its acquisition of 100% of TPM Communications, a leading Canadian provider of digital, event and video services. This acquisition strengthens the Groupe's digital offering in the Canadian market.

Founded in 1980, TPM Communications is based in Toronto. A pioneer of the latest technologies the agency employs a team of 35 experts. The agency specializes in three areas of knowledge: Interactive (website, eCommerce, email marketing, online advertising, social networking, mobile applications, Flash applications) to provide digital solutions to connect with customers ; Events, creating live events that build brands and bring ideas to life ; and Video, podcast to broadcast, videos that inform, motivate and educate.

TPM's key client is Toyota, both globally and in Canada. TPM has been one of Toyota Canada's long-term partners for website design and maintenance, dealer meetings and corporate videos. TPM has designed and maintained Toyota Canada's website www.toyota.ca since inception. In 2011 and 2012, JD Power recognized the site as the best automotive site in Canada. Toyota is a principal client of Saatchi & Saatchi Canada.

TPM Communications will be aligned with Saatchi & Saatchi Canada. Saatchi & Saatchi Canada is a full service agency located in Toronto, currently employing a team of 60. Saatchi is known for combining the responsiveness and creative excellence of a midsized shop with access to the tools and resources of one of the world's largest agency networks. Saatchi & Saatchi's key clients are Toyota, Procter & Gamble, Novartis, Go Transit, Transitions Optical, Barrick Gold, Tourette Syndrome

Foundation of Canada, Mill Street Brewery and Baffin Boots. Though integrated operationally, the agencies will operate under the Saatchi & Saatchi and TPM banners. The new entity will be led by Stuart Payne, President/CEO of Saatchi & Saatchi. TPM Communications will continue to be led by President and Creative Director Brian Blair, who will report to Payne.

“TPM is a natural collaborator and partner for Saatchi as we have always been impressed with the quality of their work, and we have had a successful record of working well together in the past” said Stuart Payne. *“TPM’s expertise in digital, event production and video solutions has little overlap with Saatchi’s core offerings. Our two companies are completely complementary, allowing us to create a totally integrated solution for our clients”*.

“We are proud to join a company so in tune with the consumer zeitgeist such as Saatchi & Saatchi, and see this as another step in TPM’s evolution” said Brian Blair, President and Creative Director TPM. *“We are looking forward to working with Saatchi & Saatchi’s extensive group of local and network clients”*.

Kevin Roberts, Global CEO, Saatchi & Saatchi, commented, *“Together, our combined expertise is perfectly suited to working with clients to engage in the rapid dynamics of advertising and communication, which are profoundly transforming how customers experience brands in the digital age”*.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world’s leading communications groups. We offer the full range of services and skills: digital (DigitasLBi, Razorfish, Rosetta, VivaKi), creative services (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia) and healthcare communications, with Publicis Healthcare Communications Group (PHCG). Present in 108 countries, the Groupe employs 60,000 professionals.

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About Saatchi & Saatchi Canada

Saatchi & Saatchi Canada is part of Publicis Groupe. Clients include Toyota, P&G, Novartis, GO Transit, Transitions Optical, Mill St Brewery, Baffin Footwear, FITC and the Tourette Syndrome Foundation of Canada. Saatchi & Saatchi is known for its outstanding creative ideas that generate powerful emotional connections between consumers and products This is a key element in Lovemarks, Saatchi & Saatchi’s unique methodology for elevating the status of brands created to create “loyalty beyond reason” and “inspirational consumers”.

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