



## **MSLGROUP Acquires Venus Communications Ltd in Vietnam**

**Rebranded as MSLGROUP, the move further cements MSLGROUP's leadership in Asia as well as strengthens its presence and capabilities in South-East Asia**

Paris, France, March 7, 2016 – MSLGROUP, a part of Publicis Groupe [Euronext Paris FR0000130577, CAC 40], today announced the acquisition of Venus Communications Ltd., one of the leading PR and communications agencies in Vietnam. The agency will become part of the MSLGROUP brand, Publicis Groupe's flagship strategic communications and engagement network.

In Vietnam, MSLGROUP is a part of Publicis One, a global communications enterprise that brings together Publicis Groupe agency brands' capabilities and expertise under one roof.

Venus Communications has more than 40 employees across offices in Ho Chi Minh City and Hanoi. Over the course of ten years as an affiliate of MSLGROUP, Venus and MSLGROUP have collaborated successfully on numerous international client assignments across Asia and globally.

As a leading PR and communications agency in Vietnam, Venus Communications is renowned for its creative approach and strengths in public relations and activation. It already is seamlessly working together with Publicis Groupe's other agencies in Vietnam.

Having founded Venus Communications in 1998, Mai Huong will continue in her current roles: Chair of Venus Communications; CEO of Saatchi & Saatchi; and Chair of Publicis Groupe in Vietnam. Venus Communications' clients include MasterCard, FedEx, Rolls Royce, BAT, Mead Johnson, and Sanofi.

Effective immediately, Venus Communications will operate under the brand name of MSLGROUP with Tuan Giang Quang remaining as Managing Director.

"Venus Communications officially becoming a part of MSLGROUP is a natural step after having been a trusted partner for so long. It strengthens MSLGROUP's position to lead the ongoing transformation of the public relations industry in Asia. Founder Mai Huong and MD Tuan Giang Quang are undisputed leaders of the communications industry in Vietnam who will add vision and experience to our network of best-in-class agencies," said Glenn Osaki, President Asia, MSLGROUP.

"While always continuing to provide our clients with local insights and expertise, joining MSLGROUP will provide best-in-class global and regional resources for our clients. It will also give our employees opportunities for international careers and access to world leading talent programs," said Tuan Giang Quang, Managing Director, Venus Communications.

Said Osaki, "Venus is joining us at the most exciting time in MSLGROUP's Asia history. As the largest international PR network in the region, we are also doing some of the best work in Asia demonstrated by our 41 wins in global and regional award programs in 2015. But more important than awards, MSLGROUP is accelerating further with a new strategy to further climb the value chain and deliver higher value work to our clients, to continue to lead the industry changes in the region."



## About MSLGROUP

MSLGROUP is Publicis Groupe's strategic communications and engagement group, advisors in all aspects of communication strategy: from consumer PR to financial communications, from public affairs to reputation management and from crisis communications to experiential marketing and events. With more than 3,000 people across close to 100 offices worldwide, MSLGROUP is also the largest PR network in Europe, fast-growing China and India. The group offers strategic planning and counsel, insight-guided thinking and big, compelling ideas – followed by thorough execution.

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## About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom Mediavest, ZenithOptimedia, VivaKi), Publicis.Sapient (SapientNitro, DigitasLBI, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One team, with more than 7,500 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients.

## 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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