

THE GROUPE SPECIALIZED AGENCIES



THE GROUPE PUBLICIS HEALTHCARE COMMUNICATIONS GROUP (PHCG)

Nick Colucci, President & CEO

Publicis Healthcare Communications Group dedicated 2011 to paving our path for the future. As a true global network, we bring together the best minds from all of our agencies and have become an unparalleled global powerhouse. We don't just aspire to be the leader in our category--we want to transform the way health and wellness communications are delivered.

We solidified our market position in 2011 and performed better than our competition by aligning with client needs. Here are some of the defining moments:

Market expansion: We continued to expand our footprint in China and India. Our Publicis Life Brands franchise grew through the acquisitions of Mumbai-based Watermelon and full-service agency Dreams, in Beijing. By year-end, we closed a deal with Shanghai-based UBS which will become part of our Saatchi & Saatchi Health brand.

Agency success: In a strong year of revenue growth, three agencies stood out. Publicis Touchpoint Solutions, with a banner year, has become the industry's first true multichannel message delivery agency. Future growth will continue in this sector as the industry pursues outsourcing as a valuable option. Discovery Chicago, as a healthcare advocacy specialist, shifted its focus and enhanced its creative and digital capabilities. Saatchi & Saatchi Wellness was successful creatively and in winning new business, most notably picking up the prestigious Allergan Facial Aesthetics portfolio.

Digital integration: Like no other network, every PHCG agency has integrated digital channels into the heart of its offerings. The addition of Digitas Health and Razorfish Health strongly bolsters the network's cutting-edge healthcare marketing capabilities.

Global business wins: Our commitment to client innovation and expanded global collaboration and reach paid off with a strong 2011 record of global new business wins. We added Abbott, Boehringer Ingelheim and Novartis to our existing strong base of global clients, including AstraZeneca, BMS, Merck, Pfizer and Sanofi.

Our ability to anticipate challenges and adapt new solutions has prepared us well: we're ready to take on whatever the future holds.



THE GROUPE PHCG WORK IN 2011



Give A Little Help A Lot
(Publicis Life Brands Resolute - UK)

Following the horrific disasters of March 2011 in Japan, Publicis Life Brands Resolute produced an advert that ran in numerous healthcare publications to invite well-wishers from any business in the world to join in a charity campaign for Japan. Over 100 organizations got involved with Give a Little, Help a Lot.



Seroquel
(Saatchi & Saatchi Healthcare Wellness)

As an entry for the annual AstraZeneca AccoladeZ awards, we created a video to showcase the cutting-edge digital technology and strong thematic presentation that we delivered for Seroquel at the American Psychological Association convention. The creative and strategic solutions developed for this multifaceted assignment were widely acclaimed.



Nestlé Nan Expert
(Saatchi & Saatchi Health Barcelona)

For NAN Expert, Saatchi & Saatchi Health Barcelona launched a campaign aimed at generating awareness among pharmacists. The campaign worked with a metaphor linking the birth of NAN formula and the birth of a baby. Point-of-sale materials, sales-force materials and print ads were also developed.



Abilify
(Digitas Health US - New York)

For millions of Americans being treated for depression, an antidepressant helps - but it isn't enough. They become stuck. Adding Abilify offers a way to build on their successes towards more complete resolution. Our campaign tells the stories of people's relationships with depression - and their personal paths to better treatment with Abilify.



THE GROUPE MSLGROUP

Olivier Fleurot, CEO

In 2011 we continued full throttle on our mission: *to be our clients' most trusted advisor, a source of unbound creativity, engagement and value in the always-on conversation.*

We led some of the industry's most exciting work. With Siemens, creating an international hub in London for innovation and information around sustainable cities. Bringing PayPal into the real retail world with a pop-up store in New York's Tribeca. Helping P&G develop award-winning digital work in the Nordics. Launching China's first branded-content reality TV show, to give Sephora a fresh, integrated way to talk with consumers.

We won new business. Top wins included the global PR business for Underwriters Laboratories; a global 'conflict gold' assignment from the World Gold Council; France's national Road Safety campaign; and worldwide communications business for tech leaders Schott and Bosch Security Technologies.

We grew. As one industry journalist said, MSLGROUP's 'race up the rankings charts has raised plenty of eyebrows'. We became the world's fourth largest PR and strategic communications network by revenue, thanks both to organic growth and acquisitions - which included US-based Schwartz Communications, fast-growing Ciszewski in Poland, ICL in Taiwan and Genedigi in Mainland China. In fact, we're now the largest PR agency in both China and India - two of the world's fastest growing markets. Meanwhile our financial communications practice expanded: in Q1-Q3, MSLGROUP agencies collectively ranked 3rd worldwide in deal value for companies advising on mergers and acquisitions, according to Mergermarket.

We focused on innovation. Our new network-wide measurement platform, VERITE, is a customizable tool to assess performance data and develop insight and foresight. We launched a new beauty and luxury specialty, BE SPOKE, and a global Crisis Network, to best serve our clients as they navigate increasingly choppy waters and prepare for a 'new normal'. Finally, our Social Integration approach helped business leaders integrate social into their platforms, programs and processes, to drive strategic change and real ROI.

In short it was a great year - and we're confident that we have the footprint, the team and the talent to make us one of the world's top three strategic communications companies very soon.



THE GROUPE

MSLGROUP WORK IN 2011



Singapore Tourism Board
(MSL China)

To support the Singapore Tourism Board's 'Your Singapore' global campaign, MSL China developed an aspiration-driven integrated marketing strategy, 'Transformed Singapore', designed to attract wealthy Chinese consumers. This helped to position Singapore on social media in China as one of the most talked-about tourist destinations, and contributed to an increase in tourism.



Ariel Stockholm
(Saatchi & Saatchi Stockholm and MSL Stockholm)

Laundry is a low, low engagement category... but stains are not! The Ariel Fashion Shoot was a live event at Stockholm's Central Station, in which an industrial robot, controlled by consumers via Facebook, deliberately targeted and stained white garments. The rules were simple: Aim, stain and win. The garments were washed live and sent to the winners.



India Star TV
(Hanmer MSL Mumbai - India)

For Star Plus TV, we strategized a storytelling PR campaign that shared the Indian woman's journey over the last decade, including social, political and economic change. The result: Star Plus broke its previous three years' gross rating point records and ranked #1 in its category. This was one of the most written-about brand re-launches in India in the past decade.



Bounty, P&G
(MSL New York - USA)

Bounty's back-to-school 'Make a Clean Difference' Campaign engaged parents and teachers nationwide to provide clean and creative learning environments for children. The program featured Bounty's first Facebook contest as well as a US\$25,000 art-classroom makeover provided by celebrity designers.

THE GROUPE MÉDIAS & RÉGIES EUROPE (MRE)

Benjamin Badinter, Chairman & CEO

2011 has been another very good year for the Médias et Régies network. Despite an economic context largely unfavorable to growth, both sales and revenue rose sharply.

- Métrobus saw sales grow by more than 6 %, significantly outperforming the billboard sector. The addition of a third display ad at the entrance to metro stations, overhead panels in metros and large new digital screens on platforms contributed to this result.
- The cumulative sales of Médiarail and Médiagare rose by more than 12 %. A new marketing offer, the growth of events-related work and the installation of digital panels in railway stations explain this excellent result.
- Cinema sales rose to a new record, with more than 215 million spectators in French movie theaters. The transition from traditional to digital is accelerating, and almost 1,650 out of the total 2,200 movie theaters in the Médiavision network were equipped with digital by the end of December. Use of traditional film is due to end in March 2012. In this context, Médiavision is growing both in turnover and in margin. The company is reinforcing its leading market position with more than 61% of market share, and is once again generating a significant fraction of its turnover in exclusive campaigns (27%). Its Dutch subsidiary is also doing well.
- Our position in the ad-space business of Le Monde (now renamed M Publicité) has shifted with the arrival of a new shareholder. The advertising sales departments of the newspaper, the website (i-regie.com) and the Télérama group (Publicat) have merged, and MRE holds 34% of the total. Setting up a new sales structure and the launch of new Weekend version of Le Monde (with a magazine supplement) meant that sales could recover in the second part of the year despite a discouraging economic context.
- Regarding Libération Médias, the new name of Espaces Libération, the situation is more difficult, despite the daily's improved audience figures. Nonetheless, the performance of the website and the magazine Next have meant that the advertising department has been able to limit the overall fall in sales.



THE GROUPE

MRE WORK IN 2011



Heineken

Heineken chose to promote its brand in railway stations during the summer of 2011, surfing the high tide of traffic at a time of frequent travel.



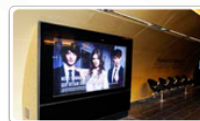
Métro Saint Lazare

The Saint Lazare metro station is transformed fleetingly into a museum for the Vienna Tourism Office.



Médiatransports Pôle Gares

Médiatransports Pôle Gares is deploying new digital display systems in major Paris railway stations, permitting brands to develop new forms of conversation with voyagers.



Samsung

The all-digital Paris metro station Franklin D. Roosevelt was privatised by Samsung for the launch of its latest smartphone, 'Wave3'.

THE GROUPE MUNDOCOM

Jean-François Valent, CEO, Publicis Groupe Production Platforms

At Mundocom we work on content production, deploying cross-media expertise and devising optimal technological tools and processes. The essence of our profession? *Brand Logistics*. Agencies deliver guidance on brand strategies and creative. We pick up the relay when it comes to actually producing the campaigns -- delivering them to media, posting them on-line or setting them up at the point of sale.

Brand Logistics means:

- Our ability to accompany brands all around the world, independently of geography, language or the media landscape.
- Our know-how in producing marketing materials, whether they be digital, video or print.
- Our processes and tools for simplifying and fluidifying the manufacture and distribution of communications campaigns.

The synergies deployed thanks to our cost structure, our offshore capacity and our project management tools produce the best way for brands to do maximal marketing for minimal outlay.

In 2011, we set up a decoupling model for cross-media production of all Sanofi's internal and external communication in the US and in Europe, generating significant cost savings. Mundocom, WAM and Publicis Worldwide convinced Coca-Cola with a new way of adapting international campaigns to the Western and Northern Europe regions. Sears, in the US, and Pierre&Vacances in France placed their confidence in our ability to manage the totality of their digital decoupling.

Our client list expanded in Italy, Germany and the US. We added the Scandinavian countries to our international network. We reinforced our staffing and presence in Spain and Britain as well as Paris, where we invested in 60 new jobs dedicated to 3D photo and video production. We also created Mundocom University, an ambitious training program for all our operators as well as for young talent.

At a time when advertisers are more attentive than ever to the optimization of their budgets, Mundocom brings them a simple and effective solution: *Brand Logistics*. We're fully confident that our service offering and our positioning will equip us to confront and overcome the challenges of 2012.

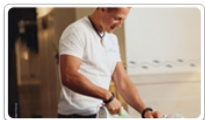


THE GROUPE MUNDOCOM WORK IN 2011



The Coca-Cola Company

When Coca-Cola changed the shape of its 1.5-liter bottle we made an event out of it. We used the founding myths that have made Coca-Cola the resonant brand that it's been for 125 years, and brought consumers into the Coca-Cola legend by depicting the brand's iconic little bottle and vintage posters.



Institut du Cerveau et de la moelle épinière (ICM) / Pro Bono

We asked German Formula One driver Michael Schumacher to iron his shirt - a superhuman performance for many victims of brain and spinal-cord disorders.



Renault

The CC2011 Megane print campaign highlights the new panoramic glass roof of the convertible coupé. This remarkable glass surface opens the car up to the world and allows passengers to view the best the sky can offer.



Fondation pour la vocation Marcel Bleustein Blanchet (MBB) / Pro Bono

Our campaign for the Marcel Bleustein-Blanchet. Foundation featured Cédric Gras, a young French student who wanted to be a geographer and explorer. Today, thanks to the Foundation's help, he's studying for a Doctorate in Geography at Moscow's Franco-Russian Center.

