



Press release

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PUBLICIS GROUPE LAUNCHES PRODIGIOUS, BRAND LOGISTICS™, A BRAND ASSET PRODUCTION FACILITY CRAFTED TO MEET TODAY'S MEDIA CHALLENGES

"Prodigious, brand logistics™ will not only provide our agencies and our clients with the production capacities that today's challenging media landscape requires but will also prove a real asset for our Groupe as decoupling – the parting of creative work and its production – gains momentum", adds Maurice Lévy, Chairman and CEO of Publicis Groupe.

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] announces today that all the brands of Publicis Groupe Production Platforms, its production pole, are changing their name to 'Prodigious' and simultaneously launches brand logistics™, an innovative brand asset production offering.

Publicis Groupe Production Platforms brings together specialist production brands such as Mundocom in print, WAM in video or Bosz Digital in digital. Their role is to help global brands produce and deliver their messages across the planet by bringing to life creative concepts efficiently as they enter production.

This change to one global brand marks the evolution of the business to create a single cross-media production service company able to deliver on a global scale. In recent years, Publicis Groupe has made acquisitions and investments to integrate many different production disciplines, in particular in the digital field, and to expand the global presence of its production facilities that now span over nearly 20 locations in Europe, North America and Latin America with highly skilled offshore hubs in Costa Rica, Colombia and Mauritius.

Publicis Groupe's production pole now operates across print, video and digital from Paris, London, Nottingham, Milan, Turin, Rome, Frankfurt, Madrid, Brussels, Copenhagen, Oslo, Stockholm, New York, Chicago, Detroit, San José, Bogotá and Ebene.

“Over the years we have pioneered new businesses and made strategic acquisitions in order to build the leading provider in the world of cross-media production solutions”, comments Jean-Yves Naouri COO of Publicis Groupe. *“Rebranding those skills across the globe as a single, recognizable brand, Prodigious, allows us to show the market that we have become that leader.”*

With Prodigious, Publicis Groupe launches brand logistics™, a services offering designed to better help brands meet the challenges of an increasingly diverse, complex and global media landscape. *brand logistics™ summarizes our ability to design, produce and deliver brand content across all channels, using the best tools and workflow processes, with one goal: seamless global brand execution across all markets, delivered with agility and to the highest creative standards”,* says Jean-François Valent, CEO of Prodigious.

Brand logistics™ is built around five pillars:

1. Cross-media production: whether print, digital or video
2. Global campaign delivery and worldwide support for brand management
3. Smart technology to reach new levels of efficiencies whether by leveraging new production technologies like CGI (Computer Generated Images) or by developing web-based workflow tools
4. Process and cost optimization to deliver better value as can be offered by offshore centers
5. Uncompromised creativity thanks to best-in-class production talent-sourcing and highly skilled personnel.

“Prodigious, brand logistics™ will not only provide our agencies and our clients with the production capacities that today's challenging media landscape requires but will also prove a real asset for our Groupe as decoupling – the parting of creative work and its production – gains momentum”, adds Maurice Lévy, Chairman and CEO of Publicis Groupe.

Prodigious already works with many Publicis Groupe leading creative agencies such as Publicis, Leo Burnett, Saatchi & Saatchi, Razorfish or DigitasLBI and serves global brands such as Citi, Coca Cola, General Motors, Kellogg's, L'Oréal, P&G, Renault, Sanofi or Telefonica.

Prodigious continues expanding its global footprint and strengthening its skill set by exploring opportunities in Asia, Latin America and Eastern Europe.

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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Viva la Difference !

About Prodigious

Prodigious designs, produces and delivers brand content across all channels, using the best tools and workflow processes. The result: seamless global brand execution across all markets without compromising creative quality. This is brand logistics™. It is built on five pillars: cross-media campaign implementation, global delivery, enhanced process design and deployment, process and cost optimization and uncompromised creativity. Prodigious boasts 1,500 employees in nearly 20 locations across Europe, North America and Latin America, including three offshore platforms in Costa Rica, Colombia and Mauritius. Citibank, Coca Cola, L'Oreal, Renault or Sanofi are amongst its global clients.

www.prodigious.com |

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