

## Publicis Groupe China Acquires Wiredcraft Supercharging Digital Transformation and Consultancy Capabilities

**14 June 2022, Shanghai** - Publicis Groupe China announced the acquisition of Wiredcraft, a digital product consultancy and technology company focused on China and APAC, with offices in Shanghai and Singapore.

Established in 2009, Wiredcraft brings together over 100 local and international experts in technology, design, engineering, product management, consulting, and data, to help clients create and launch digital products critical to their business mission.

Wiredcraft has created digital products for global brands across industries which include Apparel, Hospitality, Automobile and Luxury, among many others. Through connecting tech, design, and data, with category knowledge, Wiredcraft delivers solutions across digital transformation, direct-to-consumer e-commerce and customer loyalty data, that are used by tens of millions of people.

Wiredcraft will further scale Publicis Groupe's existing digital transformation capabilities in China. Connecting Wiredcraft to the existing Publicis Sapient, Digitas and EDGE teams, Publicis Groupe will house 600 experts for end-to-end digital technology and consulting solutions in China.

Wiredcraft will be led by its current APAC CEO and founder Ronan Berder, together with China CEO Vincent Viallet, Technology Director Juha Suomalainen and Product Director Quentin Berder. Ronan will be based in Singapore to drive the expansion of the business across APAC. Vincent will lead the China business out of Shanghai.

Ronan will report to Jane Lin-Baden, Managing Partner of Publicis Groupe APAC and CEO of Publicis Groupe North Asia, who said: "I am extremely excited to welcome Ronan and his outstanding team of experts to the Publicis family. Digital transformation has been a fast-growing area for us with accelerating demand from our clients since Covid. With the disruption of sales channels, they are looking for a more resilient digital ecosystem primed for growth. Wiredcraft has an exceptional reputation for the quality of its consulting and technology. With Wiredcraft, Publicis Sapient, Digitas and EDGE Team, Publicis is aiming to house the strongest technology and data team of any agency holding group in China, providing digital solutions to fuel our clients' growth."

Ronan Berder, CEO and founder of Wiredcraft, said: "We're very much looking forward to contributing to Publicis Groupe's significant expertise in China and APAC on the Consulting, Digital Product and Engineering fronts. We see obvious opportunities as we join Publicis Groupe, especially with Luxury, Automotive and Hospitality clients. Publicis' portfolio will also help us further develop into FinTech, Health and FMCG. More importantly, joining forces will accelerate our expansion across Shanghai, Beijing, Shenzhen and Singapore, and allow us to leverage Publicis' scale to enhance our services and teams."



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### About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 90,000 professionals.

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### About Wirecraft

For more information, please visit <https://wirecraft.com/>

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