



PUBLICIS GROUPE

PRESS RELEASE

## **Publicis Groupe Strengthens its Leadership in Digital and Integrated Healthcare Communications in Italy**

### **Acquisitions of Healthware SpA and Multimedia Healthcare Communication**

**Paris, October 11, 2007** – Publicis Groupe has announced today two key acquisitions designed to reinforce its offer in digital and healthcare communication services. These targeted acquisitions aim at strengthening Publicis Groupe's leadership in both areas on the Italian market.

- Healthware SpA, (Salerno), a highly innovative agency, specialized in digital communications programs for the healthcare industry,
- Multimedia Healthcare Communication S.r.l. (Milan), leading independent market development and public relations agency.

These two acquisitions consolidate the position of Publicis Healthcare Communications Group (PHCG), as a leader in healthcare communications, both globally and in Italy. PHCG now employs 90 healthcare communications experts in Italy, through specialized units covering the different market segments: Saatchi & Saatchi Healthcare, Saatchi & Saatchi Consumer Health, Medicus, Discovery and, now, Healthware and Multimedia Healthcare Communication.

Healthware SpA was founded in 1996, and delivers a complete range of integrated digital communication services to clients across European and U.S. markets. Healthware's innovative healthcare communication offer includes healthcare portals, search engine marketing, health informatics, learning management systems, CRM programs and e-detailing. Combining innovative technological solutions with an integrated marketing approach, Healthware provides its clients with responses adapted to meeting increasingly complex client needs. The agency has a long history of fruitful collaboration with PHCG, and the complementary nature of its services has already contributed to numerous successes.

Multimedia Healthcare Communication is distinguished by its singular focus on the healthcare market and its ability to integrate medical education, event management and media relations. The company's specialized knowledge and experience in healthcare provides clients with a competitive edge in meeting marketing objectives. Multimedia services a wide array of leading clients including Procter & Gamble, AstraZeneca and sanofi-aventis.

Both Healthware and Multimedia will remain separate units with their own identities within PHCG. Healthware will continue to be led by Roberto Ascione, and Multimedia Healthcare Communication will be led by Simona Bossi. Both will now report to Leonardo Vinci, President of PHCG Italy.

*"Healthware and Multimedia are both very synergistic acquisitions for PHCG. Healthware has proven to be a great strategic partner and a wealth of knowledge in digital, as we've seen in their collaboration with Saatchi & Saatchi Italy"* said Nick Colucci, Chief Executive Officer of PHCG. *"Multimedia brings an unparalleled communications advantage to our PHCG Italy operations,*



*allowing us to pool together our communication channel expertise with our knowledge of healthcare professionals and products, to optimize our clients' communication programs."*

#### **About Healthware SpA**

Leading performer in innovation and technology, Healthware is an e-health company specialized in the healthcare communications business with a strong e-health and information technology focus. Founded in Italy in 1996, Healthware employs nearly 50 professionals. Mixing research and development with consulting services and software production, Healthware develops integrated projects as well as products and solutions aiming to improve communication on healthcare matters. Products cover a wide range of needs including: Electronic Health Record (EHR) and Clinical Information Systems; Health Networks, HCP Community, Telemedicine; Solutions for interactive communication, e-business, e-marketing, e-detailing, e-CRM, CME and e-learning, e-science, on-line disease management; Web-sites, portals, as well as Internet/Intranet solutions for Hospitals, Scientific Societies and Health Institutions, as well as CME and Training.

Web site: [www.healthware.it](http://www.healthware.it)

#### **About Multimedia Healthcare Communications S.r.l.**

Multimedia is a PR and advertising planning agency with a structure of 15 healthcare-devoted professionals. The agency offers services to pharmaceutical companies and other institutions, and is specialized in PR, Media Relations, education campaigns, advertising planning and other activities in the healthcare communications field.

Web site: [www.multimediahc.com](http://www.multimediahc.com)

#### **About Publicis Healthcare Communications Group**

Publicis Healthcare Communications Group (PHCG), a member of Publicis Groupe SA, is one of the largest healthcare communications groups in the world with over 2,700 employees located in 10 countries. Worldwide healthcare services include advertising, medical education, sales and marketing, and medical and scientific affairs. PHCG offers its clients a strategic partnership, a strong focus on ensuring value for their marketing spend, and exceptional performance on their assignments.

Web site: [www.publicishealthcare.com](http://www.publicishealthcare.com)

#### **About Publicis Groupe**

**Publicis Groupe** (Euronext Paris: FR0000130577) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; interactive and digital marketing, marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and with a worldwide leadership in healthcare communications.

Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

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