

## PUBLICIS GROUPE MALAYSIA APPOINTS ABRAHAM VARUGHESE AS CHIEF CREATIVE OFFICER

**February 27, 2019 –Kuala Lumpur- Publicis Groupe [Euronext Paris FR0000130577, CAC 40]**

Publicis Groupe Malaysia, has appointed Abraham Varughese as Chief Creative Officer. In this role, Abraham will be responsible for uniting the award-winning creative talent, expertise and passion of Leo Burnett, Publicis Worldwide, Digitas, Publicis Emil, Publicis Media, Saatchi & Saatchi Arachnid and Alpha 245 to help the Groupe deliver “The Power of One” for some of the world’s most ambitious and forward-thinking brands.

Tan Kien Eng, CEO of Publicis Groupe Malaysia, said, “We are thrilled to have Abraham on board. His rich experience across different markets is an asset to the Groupe. Abraham will be responsible for transforming the group’s creative firepower across various brands to offer clients agility and scale, powered by data and technology. Our transformed business model and organisational structure has resonated pretty well with our client partners. Some early client wins this year are a testament to our strategy and we are confident of delivering winning solutions for clients through the Power of One.”

“I am thrilled to be in Malaysia and the incredible opportunity to work with so many talented teams across Publicis Groupe. There’s never been a better time to innovate and challenge the landscape of our industry so that we continue to build value for our creative product in a very competitive environment”, said Abraham.

Abraham joined Publicis Groupe from Bates Dubai. Prior to Bates, he was with Leo Burnett based in Dubai. With over 20 years of experience, Abraham has been recognized as a writer and Creative Director regionally and globally, including a 2014 Grand Prix at Epica and the rare Art Director’s Club “Best in Show” Black Cube in 2015.

Abraham will closely work with creative leads across Publicis Groupe agencies and will report directly to CEO of Publicis Groupe Malaysia, Tan Kien Eng.

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### About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: **Publicis Communications** (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), **Publicis Media** (Starcom, Zenith, Spark Foundry, Blue 449, Performics, Digitas), **Publicis.Sapient** (Publicis



Sapient) and **Publicis Health**. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.  
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