

PUBLICIS GROUPE REACHES AGREEMENT WITH FTC ON LIVERAMP ACQUISITION

October 19, 2026 – Paris – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is pleased to have reached a mutually acceptable agreement with the Federal Trade Commission, based on commitments proactively proposed by the Groupe.

From the outset, we have recognised the significance of this acquisition for clients and the industry. LiveRamp's neutrality and independence have always been fundamental to its model, and both companies have taken proactive steps to preserve these principles across the entire ecosystem, now and for the future. That is why, ahead of the regulatory process, LiveRamp's leadership directly reaffirmed to its clients the continued commitment to:

- **Freedom of choice:** Preserving clients' ability to use LiveRamp's products and services independently.
- **Fair access for all:** Ensuring fair, reasonable and non-discriminatory access to LiveRamp's products and services.
- **Data protection:** Safeguarding client data and ensuring it remains under their control.
- **Interoperability:** Maintaining an open ecosystem connected to third-party agencies and platforms.
- **Independent oversight:** Upholding these commitments through periodic independent audits.

These principles remain unchanged and underpin the outcome announced today. We continue to expect the deal to close before the end of the year.

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 114,000 professionals.

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Contact Publicis Groupe

Amy Hadfield	Director of Global Communications	+ 33 1 44 43 70 75	amy.hadfield@publicisgroupe.com
Jean-Michel Bonamy	Investor Relations	+ 33 1 44 43 74 88	jean-michel.bonamy@publicisgroupe.com