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PRESS RELEASE



PUBLICIS GROUPE ACQUIRES LEADING ISRAELI CREATIVE AGENCY, GLICKMAN SHAMIR SAMSONOV IN TEL-AVIV

Publicis Groupe [Euronext Paris: FR0000130577, CAC40] has announced the acquisition of a majority stake in Glickman Shamir Samsonov, one of Israel's largest creative agencies, adding to Publicis Groupe's presence in Israel.

Glickman Shamir Samsonov, previously Glickman Nettler Samsonov, was founded in 1987 by CEO Hanan Glickman and two partners. As one of the country's most highly respected ad agencies, Glickman Shamir Samsonov is now within the market's top 5 biggest agencies with over 75 talents, and has offices located in the heart of Tel Aviv's financial district. GSS works with clients such as Coca Cola Company Israel, Tnuva Dairy, Orange, El Al, FIBI Bank, Mercedes, Hyundai, Direct Insurance, Israel Post, Psagot investments, Sano detergents, Yediot Achronot newspaper, and Newpan electronics.

GSS is globally recognized with awards including Effies for four consecutive years for clients including FIBI bank, Fuze Tea and Israeli Post, and the 2015 YouTube monthly awards for Fanta, and was named Agency of the Year in 2013 by *Globes*, Israel's largest financial newspaper

With GSS, Publicis Israel Group becomes the dominant creative agency group in the market with over 350 talented team members. Publicis Israel Group is today comprised of: Leo Burnett Tel Aviv, Publicis Tel Aviv, C (branded Content), MINT (brand utility & technology), Starcom, ZenithOptimedia.super push, a BTL and sales promotion agency, and BBR Saatchi & Saatchi Tel Aviv, which was named Israel's Agency of the Year 2015 this week by *Globes* magazine.

Yoram Baumann, Chairman of Publicis Israel Group, commented: *"Glickman have built an agency with a very similar DNA to our own, so the fit is great. The acquisition now brings the Publicis Israel Group to a full complementary offering, and our future developments will see us further strengthening our power in all aspects including digital offering"*.

The agency is today headed by five partners: Hanan Glickman - CEO, Gil Samsonov - Head of Strategy, Yigal Shamir - Chief Creative Officer, Ronen Goldshmidt - Head of Client Service, and Roy Gefen - GNS Digital CEO. The five partners of Glickman Shamir Samsonov will maintain their roles and responsibilities, reporting directly to Yoram Baumann, Chairman of Publicis Israel Group.

Hanan Glickman - CEO of Glickman Shamir Samsonov adds: *"It is a great honour for us to now be a part of such a legendary company as Publicis Groupe. We are looking forward to strengthening the creative power in Publicis Israel Group and being able to scale our offering for clients."*

ZenithOptimedia forecasts that digital spend in Israel will grow by 6.4% during 2015 to take an overall share of 27.0%, TV spend will increase by 3.6% in 2015 to attract a share of 40.1% of total expenditure, and that the total media market in Israel will reach almost NIS 3.6 billion in 2015, representing modest growth of 1.4% for the year.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. In a world marked by increased convergence and consumer empowerment, Publicis Groupe offers a full range of services and skills: digital, technology & consulting with Publicis.Sapient (SapientNitro, Sapient Global Markets, Sapient Government Services, Razorfish Global, DigitasLBI, Rosetta) - the world's largest most forward-thinking digitally centered platform focused exclusively on digital transformation in an always-on world - as well as creative networks such as BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi, public affairs, corporate communications and events with MSLGROUP, ad tech solutions with VivaKi, media strategy, planning and buying through Starcom MediaVest Group and ZenithOptimedia, healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs more than 76,000 professionals.

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Glickman Shamir Samsonov

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