

## Publicis Groupe takes full ownership of Blue 449 in the UK

**February 1, 2019 – Paris** – Publicis Groupe today announced the acquisition of the remaining 24.9% Blue 449 shares from M&C Saatchi in the UK.

Blue 449, which counts Asda, Dixons Carphone, Weight Watchers, Kayak and Ralph Lauren among its roster of clients, will continue to be managed by the agency's current leadership team.

The agency was originally founded as Walker Media as a joint venture between Christine Walker, Phil Georgiadis and M&C Saatchi in 1998. In 2013, Publicis Groupe bought 75.1% of the agency before it was rebranded Blue 449 two years later.

### 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** (SapientRazorfish & Sapient Consulting) and **Publicis Health**. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals. [www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: @PublicisGroupe | Facebook: [www.facebook.com/publicisgroupe](http://www.facebook.com/publicisgroupe) | LinkedIn : Publicis Groupe | <http://www.youtube.com/user/PublicisGroupe> | *Viva la Difference!*

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