

Jacco ter Schegget Named CEO Publicis Groupe Belgium and the Netherlands

February 1, 2019 – Paris – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] announced today the appointment of Jacco ter Schegget as Chief Executive Officer for its Belgium and the Netherlands operations, effective 1st March 2019. Most recently Southeast Asia CEO at JWT, Jacco ter Schegget reports directly to Jarek Ziebinski, Chief Executive Officer, Northern & Central Europe and will be based in Amsterdam for his new role.

As CEO Publicis Groupe Belgium and The Netherlands, Jacco ter Schegget, is tasked to drive the next phase of the company's "Power of One" model implementation- in which all brands and expertise within Publicis Groupe across communication, data, media, PR and content are available to clients in a seamless, modular way.

Originally from the Netherlands, Jacco ter Schegget spent the last five years in Asia where he focused on company and marketing transformation. In this time, he also built a successful track record in turning around agencies in China and South East Asia for WPP companies including Ogilvy and JWT. During his tenure in Asia, Ter Schegget has been a C-suite advisor to brands such as Korean Air, H&M, Chevron, IHG, and the Singapore Government where he consulted CMOs and CEOs on how to build a winning brand, and how to leverage digital technologies successfully.

Jarek Ziebinski, CEO, Publicis Groupe Northern & Central Europe said, "The last three years saw the launch of the Power of One model for our operations in Belgium and the Netherlands. As we accelerate the transformation of Publicis Groupe in both markets, I'm very pleased to have Jacco on board. He is the modern leader, well versed in digital, data and creativity, that we need to take our Belgium and the Netherlands operations to the next level. Knowing Jacco, he wants to lead from the front, helping our clients to transform their business by building their brands across the customer journey."

Said Jacco ter Schegget, "After five years in Asia, I'm looking forward to return to the Netherlands and Belgium, and leverage all I have learned in the dynamic Far East. To build a strong, successful brand in an environment that is increasingly driven by ecommerce and data, you need access to media, data, creative content and technology. Building your brand seamlessly across multiple touchpoints, and driving for measurable sales, on or offline, is the only way to win. Brands need a strong partner for this, to help them orchestrate, and own results. I truly believe that Publicis Groupe, due to the integration of media, creative and data is best placed in both Belgium and the Netherlands to provide this to clients."

For more information, please, contact:

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

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