



PUBLICIS GROUPE

PRESS RELEASE

**Publicis Groupe Acquires Emotion,  
One of Asia's Most Dynamic Events Management Groups  
Move Boosts Publicis Events Worldwide's Presence in Asia**

**Paris – October 25, 2006** – Publicis Groupe today announced the acquisition of Emotion, leading events management group in Asia. Emotion will become part of Publicis Events Worldwide and will retain its brand name for its core luxury market. Publicis Events Worldwide is already involved in organizing a broad range of prestigious events throughout Asia, such as the recent China Business Summit in Beijing. In addition, Publicis Events Worldwide agency ECA2, led by Yves Pépin, was selected for the opening ceremonies of the 2008 Olympic Games.

Emotion, founded in 2002 by three French entrepreneurs in Tokyo, has quickly grown to become the most comprehensive agency for high-end event management in Asia. With offices in Shanghai, Tokyo, Beijing, Seoul, Bangkok, Manila and Singapore, Emotion also plans to launch in Taiwan and Hong Kong within the next year. Its strong bicultural teams have attracted a powerful roster of prestigious clients, including Cartier, Adidas, Sanofi, Pernod Ricard, L'Oréal, Shui On and Givenchy. Emotion is, above all, widely recognized for its expertise in three events sectors: high-end (luxury fashion shows, exhibitions, VIP parties), multi-brand (brand campaigns, sponsorship) and corporate events (conventions, trade fairs). The group produced over 300 events in Asia in 2005, including 200 in China alone.

The Emotion acquisition reinforces Publicis Groupe's strategic commitment to expand and deepen its operations in the region, especially in the thriving Chinese market, which is the 6<sup>th</sup> biggest advertising market in the world. This move follows the agreement concluded with Shanghai-based Betterway marketing services agency earlier this year, a move which extends the Publicis Groupe presence deep into the heartland of China. Publicis Groupe already enjoys an increasingly prominent position throughout the Asia-Pacific region through its advertising networks Publicis, Saatchi & Saatchi and Leo Burnett as well as media networks Starcom MediaVest Group and ZenithOptimedia, and several marketing services agencies. All in all, the Groupe is present in the Asia-Pacific region in 14 countries with offices in more than 60 cities.

*"China is one of the fastest growing and most important markets for our industry," said Maurice Lévy, Chairman and CEO of Publicis Groupe. "By acquiring Emotion, we have strengthened our presence not only in China but also throughout the Asia-Pacific region. And as the events management market progressively develops, the recognized expertise of Publicis Events Worldwide combined with that of Emotion will provide a winning synergy allowing us to better take advantage of the rapid growth of this region."*

Richard Attias, President of Publicis Events Worldwide, added, *"We are thrilled to welcome Alain Soulas, Olivier and Isabelle Chouvet, and their teams on board. Their knowledge*



*and hands-on experience in the region - not to mention their proven talent - are big assets for us to develop further in Asia. We have a number of projects coming up in the region, such as the opening ceremonies for Beijing 2008 Olympic Games, and their expertise will be a real plus.”*

*“For us at Emotion, Publicis Groupe has always represented the gold standard in our industry,” said Olivier Chouvet, Founder and Chief Representative of Emotion. “This is the reason why we chose to join the Groupe and be part of Publicis Events Worldwide. Due to the size and complexity of the Asian markets, as well as the rapid growth of the Chinese economy, we want to increase the range of services we can offer our clients. We have enjoyed strong growth up to now, but we look forward to further expanding through the new opportunities this partnership will bring.”*

#### **About Emotion**

Emotion counts more than 100 employees in its seven locations throughout Asia (Shanghai, Tokyo, Beijing, Seoul, Bangkok, Manila and Singapore) and will soon open in Hong Kong and Taiwan. With a primary focus on the world of luxury goods, Emotion’s services are centered around three core areas of expertise: high-end events, MNC multi-brand events as well as corporate events. Emotion was also recognized in 2005 by Women’s Wear Daily Japan for the best event for luxury goods.

Web site: [www.f-emotion.com](http://www.f-emotion.com)

#### **About Publicis Events Worldwide**

Publicis Events Worldwide, specializing in world-caliber events and experiential communications such as the World Economic Forum annual meeting in Davos, Switzerland, is part of Publicis Groupe [NYSE:PUB], the world’s fourth-largest communications company. Publicis Events Worldwide is headquartered in Paris with offices spanning the globe including New York, Geneva, Frankfurt, Dubai, Orlando, Chicago, Vienna, Munich and Casablanca among other hubs.

Web site: [www.publicisevents.com](http://www.publicisevents.com)

#### **About Publicis Groupe**

Publicis Groupe (Euronext Paris: FR0000130577 and member of the CAC40 Index - NYSE: PUB) is the world’s fourth largest communications group, as well as world’s second largest media counsel and buying group. With activities spanning 104 countries on five continents, the Groupe employs approximately 40,000 professionals.

The Groupe’s communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and healthcare communications.

Web sites: [www.publicisgroupe.com](http://www.publicisgroupe.com) and [www.finance.publicisgroupe.com](http://www.finance.publicisgroupe.com)

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APPENDIX

# Publicis Groupe in Asia-Pacific: Strengthened Leadership Position

## Key Figures

- Over 8500 employees in approximately 200 offices
- Present in 14 countries and over 60 cities
- 10.5% of Publicis Groupe's 2005 revenues

