



PUBLICIS GROUPE S.A.

## PRESS RELEASE

### NEW MEDIA SUPERBRAND ANNOUNCES MANAGEMENT LINE-UP

**October 24, 2001**---Publicis Groupe SA and Cordiant Communications Group PLC today announced the name and key global management of their recently formed holding company which now owns Zenith Media and Optimedia.

The Company, owned 75% by Publicis Groupe and 25% by CCG plc will be called **The Zenith Optimedia Group** and have billings of over \$17bn in its 154 offices in 61 countries operating under the Zenith and Optimedia brand names (with a further \$3bn plus of media billings managed for the Publicis Groupe), over 3,300 employees and ranking the 4<sup>th</sup> largest global media services agency (Ad Age).

Under the new structure, which will be effective immediately both agencies will continue to retain their own management, clients and offices. Offices will have access to improved buying clout, improved systems and software and better research and database management by a programme of actively managed co-operation and sharing of resources whilst respecting the agencies' brand integrity, cultural differences and need for client confidentiality to be respected.

The senior global management will be:

- |                      |   |
|----------------------|---|
| <b>John Perriss</b>  | Chief Executive, The Zenith Optimedia Group<br>(formerly Chairman and CEO of Zenith Media Holdings)   |
| <b>Simon Lloyd</b>   | Deputy Chairman, The Zenith Optimedia Group<br>Chief Executive, The Zenith Optimedia Group Europe,<br>& CEO Optimedia Worldwide<br>(formerly Chairman Optimedia Worldwide)    |
| <b>Rich Hamilton</b> | Chief Executive,<br>The Zenith Optimedia Group The Americas<br>(formerly Chief Executive, Zenith Media The Americas)  |
| <b>Steve King</b>    | Chief Executive, Zenith Media Worldwide<br>and Director of Business and Strategy Development,<br>The Zenith Optimedia Group<br>(formerly Chief Executive Zenith Media Europe) |



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<b>John Taylor</b>	Director of Strategic Resources, The Zenith Optimedia Group Chief Operating Officer Optimedia Worldwide (formerly Director Operations Optimedia Worldwide)
<b>Antony Young</b>	Chief Executive, The Zenith Optimedia Group Asia (formerly Chief Executive Zenith Media Asia)
<b>Adrian Sayliss</b>	Chief Financial Officer, The Zenith Optimedia Group (formerly CFO Zenith Media Holdings)
<b>Maurice Lévy</b>	Non Executive Chairman, The Zenith Optimedia Group President and Chief Executive Publicis Groupe SA
<b>Michael Bungey</b>	Non Executive Director, The Zenith Optimedia Group CEO CCG plc

All executive positions will report directly to John Perriss.

In the next few months the management will set up and head task forces in all markets to resolve how to deliver the anticipated benefits to clients at a national level whilst respecting client conflict and confidentiality.

The benefits for clients will be:

- Greater buying clout with billings of over \$17bn globally.
- Ability to develop better software tools and systems.
- Greater ability to invest in an expanding range of service lines.
- Improved owned geographic reach.
- Structure delivers scale benefits whilst retaining client confidentiality and resolving conflict concerns.
- Offers greater opportunities to staff and increases retention of best talent.

For managers and staff the group will offer:

- A better, more secure future.
- Greater opportunities nationally and globally.
- More opportunities in traditional and non-traditional media skills.
- Employment in a top 5 global player.

Commenting on the announcement **John Perriss, Chief Executive of The Zenith Optimedia Group**, said “I am delighted to have been offered and accepted this job. Our two shareholders were ad agency pioneers in creating standalone media agencies. As a result we have two great global brands in Zenith and Optimedia with a superb client list and a great team. We have many ideas and plans on how we can create a new structure to benefit our clients, staff and shareholders.”



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**Simon Lloyd, Chief Executive of Optimedia and CEO of The Zenith Optimedia Group Europe** said "This has been a long period of gestation but now we have the right structure to accelerate our development in a very fast changing marketplace. It will allow both brands to continue to prosper and to protect the primary interests of our clients. None of our competitors yet has that. It is a great opportunity for us and our clients."

**Maurice Lévy CEO of Publicis Groupe**, said "We have created a structure for a 21<sup>st</sup> century media communications services group and put in place the management to run it. The management team headed by John Perriss and Simon Lloyd is the very best in the industry and is a clear guarantee of the success of the new company. These two great brands, Zenith and Optimedia, can now deliver even more effective, cost efficient solutions for their clients."

**Michael Bungey, CEO of Cordiant Communications Group plc** said :  
When we invested in Zenith thirteen years ago we believed that focussed specialist media agencies were the most effective way to serve our clients. What was unique then is now the industry norm. Now we are moving on again to deliver a media agency to further improve our offering to clients."

### Zenith Media Profile

Zenith Media is a major global media communications agency with 89 offices in 45 countries in Europe, Asia, the Middle East, and the Americas. Zenith Media provides its clients with a worldwide operating capability. It has global billings approaching \$10 billion and over 2,000 employees.

Zenith Media is jointly owned by Publicis S.A. and Cordiant Communications Group plc. Its clients include Alcatel, Allied Domecq, Verizon (USA), British American Tobacco, BT (UK), Campbell's, Continental, Darden Restaurants, ExxonMobil, Europcar, General Mills, HSBC, Kingfisher, Kraft Foods, Mars, Pharmacia, Procter & Gamble, Puma, MG Rover, Salvatore Ferragamo, Seiko, Toyota/Lexus and United Airlines.

Zenith Media continues to invest heavily in recruiting, training, and retaining the very best talent, and in providing its people with leading edge proprietary media systems under the brand name ZOOM (Zenith Optimisation Of Media). This includes a continuous programme of upgrading standardised hardware and software platforms across its network, the pioneering development of extranet communications with clients, and the launch of global and national optimisation systems and research such as ZOOM Wizard, ZOOM Merlin, ZOOM Maps and ZOOM Excalibur.

This continuing investment allows Zenith to provide media leadership to its clients across the planning and buying of all media including interactive and direct marketing through specialist multinational subsidiaries.



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### **Optimedia Profile**

Launched just 10 years ago, Optimedia was the first media specialist network to embrace the strategic and full-service needs of advertisers today. It operates 64 offices in 43 countries under the Optimedia branding, are present under Publicis branding in a further 15 markets and are working with local affiliates in a further 13, giving us a total coverage of 68 markets. Billings are \$7bn in Optimedia offices, with a further \$3bn managed to other Publicis Groupe subsidiaries.

Key clients include: Allied Domecq, Hewlett Packard, Nestle, L'Oreal, Siemens, British Airways, Whirlpool, SC Johnson Wax, European Central Bank, Polo Ralph Lauren, Sanofi Synthelabo, Nautica, Thomson Multimedia, Inmarsat, Toyota., Ferrero, Quantas and Yahoo.

Huge investment in proprietary tools and systems has been the hallmark of Optimedia's development. These are designed in particular to aid client account management (OPTINET) and to provide greater understanding of effectiveness and accountability of clients investments (ADOPT, OPTITRACK).

Optimedia was the first media agency to introduce the concept of building a formal relationship with independent specialists in the traditional "below the line" skills, through our unique VILLAGE @ OPTIMEDIA , in order to provide clients with totally integrated and coordinated HOLISTIC solutions. This is a natural extension of Optimedia's strategic vision of providing advertisers with SMARTER MEDIA SOLUTIONS, first introduced as long ago as 1990 when the network was born.

Another significant first was our approach to the new electronic media. INTERACTIVE@OPTIMEDIA is a strategic consultancy which combines traditional CRM understanding and techniques with new media skills, to provide clients with platform-neutral solutions in the direct/interactive space.

In yet another ground-breaking move, Optimedia launched an entirely new concept in effectiveness measurement in 2001. DATAWORKS ANALYTICS is the first company to bring together expertise in Econometric Modelling with that of Customer Data Analysis, to provide an all-round, in-depth analysis of marketing and media effectiveness.