

Publicis Groupe appoints Laurent Carozzi Chief Performance Officer

February 7, 2017 – Publicis Groupe [Euronext Paris: FR0000130577, CAC 40] announces the appointment of Laurent Carozzi as Chief Performance Officer. He joins the Group Finance Department, under the leadership of Jean-Michel Etienne, Executive Vice President - CFO. He will be in charge of Groupe Financial Planning & Analysis, Accounting, the organization Master Data Financial Systems, and Corporate Holding Control. He will also follow up and support the integration processes on the financial aspect linked to the “Power Of One” project deployment, per country and per solution. Finally, he will be tasked with specific performance & productivity projects.

Laurent Carozzi has spent the last 12 years at the Lagardere Group. He took on the role of Investors Relations Director, before being appointed as Head of Group Financial Control. Since 2011, he has been focusing on the restructuring of the Sports & Entertainment business unit, as CFO and member of the Executive Committee, reporting directly to Arnaud Lagardère. He was also in charge of IT and Legal, as well as Head of the Sports Club Business Unit.

Prior to this experience, he worked in the banking environment, as a "consulting engineer" in the Industry Research department of the Credit Lyonnais between 1992 and 1995, then in London as Head of Media Research first on the sell-side with Paribas, then on the buy-side at Indocam, and finally again on the sell-side at HSBC.

Jean-Michel Etienne commented: *“I am pleased to welcome Laurent to the team at Publicis Groupe, where his talent and expertise in finance will be a great asset to support the financial aspects of The Power of One.”*

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, Mediavest | Spark, Blue 449, Performics), **Publicis.Sapient** (SapientNitro, Razorfish, DigitasLBI, Sapient Consulting) and **Publicis Health**. These 4 Solution hubs operate across principal markets, and are carried across all others by **Publicis One**, a fully integrated service offering bringing together the Groupe’s expertise under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

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