



PUBLICIS GROUPE

PRESS RELEASE

## **PUBLICIS GROUPE ACQUIRES EASTWEI RELATIONS IN CHINA**

**Eastwei to become a part of MSLGROUP**

**Publicis Groupe's leading specialty communications, PR and events network**

*Paris, France, November 17, 2010* – Publicis Groupe today announced it has signed an agreement to acquire Eastwei Relations, one of China's first independent public relations and strategic communications consultancies. Eastwei will be renamed Eastwei MSL and will be aligned under MSLGROUP, Publicis Groupe's leading specialty communications, PR and events network.

Founded in 1994, Eastwei today employs more than 120 staff across its four offices in Beijing (its headquarters), Shanghai, Guangzhou and Chengdu. Eastwei's key clients include IKEA, Sony, Singapore Tourism Bureau and Porsche. Over the last 15 years, Eastwei consultants have developed a wide range of China-specific, proprietary tools, processes and software for managing strategic communications campaigns. Last year, leading PR industry analyst, The Holmes Report, named Eastwei *2009 China Consultancy of the Year*.

Johan Björkstén, Founder and Chairman of Eastwei, has been working in China for more than 20 years and is recognized as one of the most successful foreign businessmen in the country. Björkstén is a founding member of the Swedish Chamber of Commerce, and a board member and China advisor to numerous international companies and organizations. Björkstén is also a media celebrity in China, having hosted more than 400 of his own weekly Chinese TV and radio shows, and has written several books on Chinese business and language, including the recent local bestseller *How to Manage a Successful Business in China*. Following the acquisition, Johan Björkstén will report to Glenn Osaki, President MSLGROUP Asia.

Olivier Fleurot, Chief Executive Officer, MSLGROUP, remarked, *"Today marks the second investment in as many months by MSLGROUP in strengthening capabilities in the Asia region, following the acquisitions of 20:20 MEDIA and 2020Social in India. Eastwei MSL will become a key hub in the MSLGROUP global network for insight, strategic counsel and campaign execution in China and bring added service offerings to our clients in this important market."*

China has one of the most dynamic and fastest-growing communications markets in the world. According to ZenithOptimedia forecasts (October 2010), Chinese ad market year-on-year growth is expected to reach 14% in 2010, 13.4% in 2011 and 17.7% in 2012. Publicis Groupe is present in China through all of its global networks. The Groupe employs more than 3,700 professionals throughout more than 50 cities (including Beijing, Shanghai, Chengdu, and Guangzhou).

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#### **About Publicis Groupe**

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops new services, tools, and next generation digital platforms. Publicis Groupe's specialized agencies and marketing services offer healthcare communications with Publicis Healthcare Communications Group (PHCG, the first network in healthcare communications), sustainability communications and multicultural communications. With MSLGROUP, one of the world's top five PR and Events networks, expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events.

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

#### **About MSLGROUP**

MSLGROUP is one of the world's top 5 PR and events networks and provides clients with speciality communications, PR and events advice and execution. With more than 2,500 employees, its offices span 22 countries and cover virtually every discipline required for clients to engage creatively with their audiences 24 hours a day. Adding affiliates and partners into the equation, MSLGROUP's reach increases to 4,000 employees in 83 countries. The group offers clients strategic advice, insight-guided thinking and big, compelling ideas – followed by thorough execution. MSLGROUP is Publicis Groupe's flagship PR and Events network. [www.mslgroup.com](http://www.mslgroup.com)

#### **About MSLGROUP Greater China**

Combined, MSLGROUP Greater China includes more than 225 staff in seven offices across Beijing (2), Shanghai (2), Guangzhou, Chengdu, Hong Kong, as well as Taipei, represented through long-time partner Interactive Communications Ltd. (ICL) Taiwan. Each agency operates as a distinct and independent business while working under a common MSLGROUP Greater China brand. To access more information on MSLGROUP Greater China and its agencies, visit [www.mslgroupasia.com](http://www.mslgroupasia.com)

#### **About Eastwei MSL**

Founded in 1994, Eastwei MSL is a leading strategic communications agency in mainland China and is part of the MSLGROUP global network. Eastwei MSL offers a range of communication solutions to clients including strategic communications counsel, media relations, social media and event management. The agency has more than 120 communication consultants across its offices in Beijing, Shanghai, Guangzhou and Chengdu. In 2009, Eastwei MSL was recognized "Consultancy of the Year" in China by the Holmes Report. [www.eastweimsl.com](http://www.eastweimsl.com) : 6/F, Tower A, Fullink Plaza, No.18, Chaoyangmenwai Ave, Beijing 100020 telephone +86-10-5979 5558

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