

PUBLICIS GROUPE APPOINTS MARGARET KEY AS CHIEF EXECUTIVE OFFICER, MSL APAC & MEA

Publicis Groupe, November 20 2019 – Singapore – Publicis Groupe today announced the appointment of Margaret Key as Chief Executive Officer, MSL, Asia Pacific, Middle East and Africa.

In her new role, Key's responsibilities will include leading the MSL agenda across the region while overseeing all MSL global clients and key strategic initiatives across talents and capabilities, with a view to continue strengthening MSL's presence across markets and within the region. Based in Seoul, Key will report to Loris Nold, CEO, Asia Pacific, Middle East & Africa, Publicis Groupe.

"Margaret joining us is outstanding news for Publicis Groupe. She is a unique senior leader and a highly respected practitioner with deep understanding of the region. She brings years of experience and a proven track record. She is exactly the leader we have been looking for to accelerate the development of MSL in the region as well as at the heart of our country model. I am really thrilled at the prospect of partnering with her.

In the past few years, we have been putting our Power of One model in practice to transform the relationship with our clients and to win the trust of new ones. Building very strong expertise such as influence and PR through MSL is a critical pillar, to ensure that we can assemble the very best, agile solutions that ultimately drive business impact for our clients. With Margaret at the helm of MSL in the region, I am also convinced that we will be in a strong position to attract the very best talents from the PR industry while providing great opportunities to our talents." said Loris Nold.

"I am deeply honored to join MSL considering the firm's unparalleled leadership, unique business model and global ambition. The industry continues to evolve and MSL has developed an exceptional approach to client service that puts earned media and influence at the center. I am inspired by the team and excited about the opportunity in Asia and beyond," said Margaret Key.

Key previously served as the CEO, Asia-Pacific for Zeno Group. Prior to being named CEO in June 2018, she served as CEO and COO, Burson-Marsteller Asia-Pacific, where she oversaw 18 offices. Key also worked as the Managing Director of Edelman Japan. During her nine years with Edelman, other roles include Director of Regional Health in Hong Kong, and General Manager, Edelman Korea.