

PUBLICIS SAPIENT ANNOUNCES ACQUISITION OF SPINNAKER SCA TO FURTHER EXPAND ITS SUPPLY CHAIN EXPERTISE AND CAPABILITIES

Supply chain leader to bolster Publicis Sapient's competitiveness in agile digital supply chain transformation to better service client needs

PARIS, FRANCE, March 12, 2024 – Publicis Groupe (Euronext Paris FR0000130577, CAC 40) today announced the acquisition of Spinnaker SCA, a leading supply chain services firm that provides end-to-end supply chain strategy, planning and execution consulting services. Spinnaker SCA will become part of Publicis Sapient, Publicis Groupe's digital business transformation company.

Spinnaker SCA will enable Publicis Sapient to strengthen its capabilities further in agile digital supply chain transformation. Some of the core capabilities and skill sets that Spinnaker SCA will bring include supply chain management and process improvement, supply chain design and analytics, supply chain planning, omni-channel order management and supply chain execution. In addition, Spinnaker SCA's offerings will augment Publicis Sapient's capabilities around advanced AI/ML analytics, supply chain digital twins, data solutions, warehouse management, transportation management and expanded digital sustain services. Combining Spinnaker SCA's deep experience in driving measurable performance improvements in supply chain management with Publicis Sapient's expertise in agile digital supply chain transformation will help Publicis Sapient unlock value for organizations across the entire supply chain ecosystem.

Founded in 2002 and based in Boulder, CO, Spinnaker SCA designs and builds agile supply chains for leading brands across Consumer Staples, High Tech, Industrial Manufacturing, Retail & Apparel, Medical Devices, and Distribution Industries.

"We're excited to welcome Spinnaker SCA to Publicis Sapient. As a supply chain industry leader with a true end-to-end approach to supply chain consulting, Spinnaker SCA will further enable us to offer our clients solutions for how they can optimize their agile supply chains as part of their digital business transformation," said Publicis Sapient CEO Nigel Vaz. *"Spinnaker SCA's strong leadership team, vision, deep expertise, and client roster, coupled with the cultural synergies between our two organizations, will enable us to drive even greater impact for existing clients and attract new business as we scale."*

Spinnaker SCA, including CEO John Sharkey and his team, will be the foundation for a new digital supply chain practice at Publicis Sapient.

"For more than 20 years, we've been designing and building agile supply chains to meet the demands of a complex world and driving measurable supply chain performance improvements for our clients," said John Sharkey, CEO of Spinnaker SCA. *"We marry our deep industry-specific experience with a holistic view of our client's business and supply chain goals to simplify complex organizational processes and technical challenges and produce real business outcomes. We're excited to drive even more client impact together with Publicis Sapient."*

The terms of the deal were not disclosed.



About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 101,000 professionals.

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About Publicis Sapient

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. We operate through our expert SPEED – Strategy, Product, Experience, Engineering and Data & AI – capabilities, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit publicissapient.com.

About Spinnaker SCA

Spinnaker SCA is a leading supply chain services firm providing End-to-End Supply Chain Strategy, Planning, and Execution Consulting Services, based in Boulder, CO. Created in 2021 through the merger of SCAPATH and Spinnaker; Spinnaker SCA provides customers with a broad set of services to enable industry-leading supply chain capabilities. With over 20 years of experience helping transform industry leaders, Spinnaker SCA's services offerings include Supply Chain Design & Strategy, Supply Chain Planning, Supply Chain Execution, Omni-Channel Fulfillment, and Change Management consulting services.

Media Contact

Abby Evans, Abby.Evans@PublicisSapient.com