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Contagious Ideas that change the conversation

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Publicis Worldwide Appoints Jean-Philippe Maheu as Worldwide CEO Publicis Modem

Paris, 24 February 2010: Publicis Worldwide Chief Operating Officer, Richard Pinder has announced the appointment of Jean-Philippe Maheu as Worldwide Chief Executive Officer, Publicis Modem. JP Maheu joins from Ogilvy & Mather where he was formerly Chief Digital Officer, North America. The appointment is effective immediately.

In his new position, JP Maheu reports directly to Richard Pinder and becomes responsible for accelerating the network's digital business.

Comments Richard Pinder, "Digital is at the heart of our Contagious Ideas that change the conversation positioning. We have made a commitment to derive 30% of revenue from digital communications by 2012. With Publicis Modem's substantial expansion and new business record – we are on track. JP is a world class digital leader and innovator who will drive our digital expansion still further with flair and creativity. With his Latin roots and US experience he will be a very valuable addition to our leadership".

Comments Jean-Philippe, "I am thrilled to join Publicis Worldwide as CEO of Publicis Modem. Digital is changing how consumers develop and grow relationships with brands. Richard and the entire leadership team of Publicis Worldwide understand this shift very well. I am looking forward to working with them and the entire Publicis Modem family to innovate and to help our clients develop deeper and more meaningful relationships with their consumers".

JP Maheu

JP Maheu has world class digital leadership credentials. As former CEO of Razorfish, he spent six years driving its business development, operations, international expansion, and engagements for clients such as Ford, Cisco, Genentech, Charles Schwab, JP Morgan, AT&T and Time Warner. Following the IPO and subsequent sale of Razorfish, JP entered academia, as Adjunct Professor at the Columbia University Graduate School of Business.

More recently as Ogilvy's North America's Chief Digital Officer he was responsible for Ogilvy's digital strategy, including offerings, partnerships and recruitment. He defined digital strategy across the entire O&M Group and oversaw the execution of key digital initiatives across all operating units, including Ogilvy & Mather Advertising, OgilvyOne, OgilvyPR, OgilvyHealthWorld and Ogilvy Action. He led relationships with American Express, Siemens, Motorola and Nestlé and his digital new business drive landed several new multi-million dollar assignments.

Prior to his digital career, JP was a management consultant at global firm AT Kearney. He earned his MBA at Northwestern's Kellogg School of Management, and completed his undergraduate and graduate study in Paris, with advanced degrees in data communications and management information systems.

Publicis Modem

In 2009, Publicis Modem operations posted double digit growth for the year landing major business including HP's \$150 million EMEA PSG business, PayPal's global digital business and Citibank's and Hasbro's digital accounts in the USA. Digital shop Nemos was acquired in Switzerland with more acquisitions in the pipeline in key markets for 2010. In Publicis' French home market, Publicis Modem was voted Digital Agency of the Year.

On the digital front, in addition to extending the Publicis Modem network in 2009, Publicis announced branded content division Publicis Entertainment - its first work breaking late in the year with the launch of Renault TV - which broadcasts entertainment and automotive programming 24/7 on Canal Plus, Sky, IPTV and through social networking sites.

Publicis Modem delivers a comprehensive set of integrated digital marketing services including: strategy and planning; creative design and execution; media research, planning and buying; search marketing; online and offline direct marketing; and technology enablement.

JP Maheu replaces former Publicis Modem President and CEO Martin Reidy who left in September 2009.

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About Publicis Worldwide

Publicis Worldwide ranks among the largest global marketing communications companies. Its parent company is Publicis Groupe (Euronext Paris: FR0000130577). The network spans 82 countries with approximately 9,000 employees. Its total offering includes advertising; interactive and digital marketing; CRM and direct marketing. Publicis' blue-chip client portfolio includes some of the world's best known companies: Airbus, Coca-Cola, EADS, Fidelity, HP, LG, L'Oréal, Nestlé, P&G, Renault, Siemens, Pernod-Ricard, Sanofi-Aventis, UBS, Telefonica, Zurich.

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