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# PRESS RELEASE



## PUBLICIS GROUPE TO INTEGRATE NURUN INTO RAZORFISH GLOBAL AND PUBLICIS WORLDWIDE NETWORKS

Following the September 2, 2014 announcement of the acquisition of Nurun, a leading independent global design and technology consultancy, **Publicis Groupe [Euronext Paris: FR0000130577]** announces today the strategic integration of Nurun's agencies within the Groupe.

Keeping in line with Publicis Groupe's 2018 strategic plan, underpinned by its leadership in digital and technology, Publicis Groupe plans to fully integrate the talents and expertise of Nurun into both the Razorfish Global and Publicis Worldwide networks.

More specifically, Nurun's offices in Montreal, San Francisco, Spain and China will be aligned within the Publicis Worldwide network, under the leadership of CEO Arthur Sadoun, and will remain as independent entities under the original Nurun brand.

The Nurun agencies in Quebec, including Nurun IT Consulting Services, Toronto, France, Italy and Atlanta will be fully integrated into the newly formed Razorfish Global network under the direction of CEO Tom Adamski.

Further communications details will be announced in due time by both Razorfish Global and Publicis Worldwide.

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## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBi, Razorfish, Rosetta, VivaKi, Nurun), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs more than 63,000 professionals.

[www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: @PublicisGroupe | Facebook: [www.facebook.com/publicisgroupe](http://www.facebook.com/publicisgroupe) | LinkedIn: Publicis Groupe | <http://www.youtube.com/user/PublicisGroupe> | *Viva la Difference !*

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