

PUBLICIS GROUPE NAMED A LEADER IN GLOBAL MEDIA MANAGEMENT SERVICES BY LEADING GLOBAL RESEARCH AND ADVISORY FIRM

Publicis Media, as part of Publicis Groupe's Power of One approach, "outshines others" in evaluation with its data-driven media planning; "excels in its market approach" using marketing integration to power platform-centric solutions

Epsilon and Publicis Groupe previously ranked as a Leader in Customer Data Strategy and Activation Services (Q2 2022) and Global Digital Experience Services (Q2 2022), achieving the highest score in strategy and current offering categories, respectively

New York – July 13, 2022 – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] today announced that it has been named a Leader in "The Forrester Wave™: Global Media Management Services, Q3 2022" by Forrester Research, Inc. In the evaluation, Publicis Groupe received the highest Strategy category score and the highest possible score in the media planning, privacy resources and market approach criteria.

The "Forrester Wave™: Global Media Management Services, Q2 2022" report by Forrester Research, Inc. identified, researched, analyzed and scored the seven most significant digital global media management service providers via a 19-criterion evaluation. Publicis Media, inclusive of its agencies Performics, Spark Foundry, Starcom and Zenith, was invited to participate on behalf of Publicis Groupe. Publicis Media "outshines others...with its data-driven media planning," made possible by a tight connect with Epsilon. Its strategy was noted for combining "capabilities for end-to-end marketing solutions and [using] media as the engine". The report also notes that "Publicis Media excels in its market approach, as evidenced by impressive new business acquisitions from 2019 to 2021." Additionally, Publicis Groupe's "offers superior privacy resources, including the largest privacy team in this evaluation and a dedicated data privacy officer." Additionally, Publicis Groupe's workforce automation and innovation investments, such as the Marcel talent platform, the PACT media guarantee offering, and the Growth OS planning platform, are recognized.

"We believe Publicis Media's leading market strength and position, powered by 23,082 professionals, continues to shine, as evidenced by the latest Forrester Wave™ ranking of significant media providers," Chris Boothe, Chief Operating Officer at Publicis Media. "Forrester Research, Inc. conducted a thorough evaluation, and we're honored to have Publicis Media receive the highest score in the strategy category and have our marketing integration, privacy resources and market approach, referenced."

This is the latest recognition for Publicis Groupe from Forrester Research, Inc, after Epsilon was named a Leader in "The Forrester Wave™: Customer Data Strategy and Activation Services Report, Q2 2022" and Publicis Groupe was named a Leader in "The Forrester Wave™: Global Digital Experience Services, Q2 2022."



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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 90,000 professionals.

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