



PUBLICIS GROUPE



Maurice Lévy

Chairman & Chief Executive Officer, Publicis Groupe
Chairman of the Management Board, Publicis Groupe

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Mr. Lévy is widely recognized as one of the leading figures in the industry, having successfully managed a program of sustained international expansion that today gives Publicis Groupe's multinational clients a complete range of advertising and communications services in 104 countries. Under Mr. Lévy's leadership, the Publicis Groupe family has grown to include three of the world's top advertising networks (Saatchi & Saatchi, Leo Burnett and Publicis), two leading global media buying and consulting groups (Starcom MediaVest Group and ZenithOptimedia) and a host of world-class marketing services companies. A major strategic link with Japan's Dentsu was also announced in 2002. In early 2007, Mr. Lévy engineered the friendly acquisition of Digitas, which has made Publicis Groupe the leading force in digital advertising. In 2008, under Mr. Lévy's helm, Publicis Groupe bought Performics from Google, and in 2009 Microsoft Corp.'s Razorfish online advertising and marketing agency to expand the Group's digital position. Since 2008, the Groupe launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms.

Maurice Lévy joined Publicis in 1971 and very quickly moved into the heart of the agency's business---advertising and marketing services. Recognizing that top clients require a full range of communications services, he began to build up a

comprehensive group of both specialized and general service agencies and subsidiaries in France and throughout Europe. Mr. Lévy took personal responsibility for the international development of Publicis Conseil beginning in the 1980's, becoming Chairman in 1984. He was named Chairman and CEO of Publicis Groupe in 1987.

In early 2006, Maurice Lévy was asked by French Finance Minister Thierry Breton to co-chair the Commission on Intangible Assets, which delivered its findings and recommendations in November 2006. In 2008, Maurice Lévy was invited by the United Nations Secretary General, Mr. Ban Ki-Moon, to assist the U.N. in mounting a sustained advertising campaign about the dangers of global warming.

He is a member of the International Advisory Board of The Council on Foreign Relations in New York and the World Economic Forum Foundation Board in Geneva. He has been a member of the Supervisory Board of Deutsche Bank since June 2006. He is a member of the Board of the Musée des Arts Décoratifs in Paris and was President of the Palais de Tokyo (most famous contemporary arts center in Paris). He has been the Co-Chair of the French-American Business Council since 2002. In 2005, he co-founded ICM (Institute for Brain and Spinal Cords disorders) and is personally involved in its development. In 2010, he has been elected President of the French association, Afep (French Association of Private Companies) that regroups the top French listed companies. In April 2010, the European Commission has entrusted three personalities – among them, Maurice Lévy - to come up with recommendations on how best to speed up the digitization, online accessibility and preservation of cultural works across Europe. He is a past President of the Jury of the Cannes Advertising Film Festival, and served on the French Government Commission to Combat Drug Addiction as well as the Advisory Committee of the Banque de France.

Maurice Lévy holds the distinctions of "Commandeur" of the French Légion d'Honneur and "Grand Officier" of the Ordre National du Mérite. In 2004, he received the Scopus Award from the Hebrew University of Jerusalem and in the same year the Benjamin Franklin Award from the French American Foundation in New York, receiving the latter for the second time in June '09. Maurice Lévy received the 2008 International Leadership Award from the Anti-Defamation League (ADL) for his commitment to promoting tolerance and diversity. In 2008, he was named "Communication Man of the Year" by the Delaney Report and the prestigious French awards show, *Le Grand Prix des Agences de L'Année*. And in 2009 and 2010, Institutional Investor Magazine named him Europe's Best CEO in the media industry.

Born in 1942, Maurice Lévy is married and has three sons and six grandchildren. His interests include modern and contemporary art, antiques, chess and skiing.

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