



# Press Release

# 03/27/12



## **PUBLICIS GROUPE ANNOUNCES PUBLICIS WEBFORMANCE'S ACQUISITION OF GROUPE INEADE ASSETS**

**Publicis Webformance, a subsidiary of Publicis Groupe [EURONEXT Paris: FR0000130577] specialized in online communication for small and medium-sized businesses in France, has acquired part of the assets of two Groupe Ineade companies, AFE and Icare, which have been in receivership since early 2011. The transfer of assets took place on February 6, 2012 at the Marseilles commercial court.**

AFE and Icare were both founded in the first decade of the century and are headquartered in Saint-Brieuc and in Marseilles, respectively. Both companies are specialized in the creation of websites for small businesses.

The transferred assets mainly involve the client portfolio of both companies and their technology and expertise, as well as AFE's teams in Saint-Brieuc, which immediately integrated Publicis Webformance.

Maxime Baffert, CEO of Publicis Webformance, commented, *"We're very glad to be welcoming Ineade's 9000 clients, and we'll be placing at their disposal not only the high quality of our services but also Publicis Groupe's experience in the digital arena. This operation also means that our own expansion will benefit from the reinforcement and experience of the Saint-Brieuc teams"*.

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## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, part of the CAC 40 index] is the third largest communications group in the world, offering the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe's media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs 53,000 professionals.

Web: [www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: @PublicisGroupe | Facebook: [www.facebook.com/publicisgroupe](http://www.facebook.com/publicisgroupe)

## About Publicis Webformance

Publicis Webformance is a subsidiary of Publicis Groupe dedicated to providing online communication services for small and medium-sized businesses and professionals. A new entity founded in October 2010, Publicis Webformance's ambition is to place at the service of all companies, whatever their size and sector of activity, the expertise acquired by Publicis Groupe in the digital arena. Thus Publicis Webformance develops tools and products for entrepreneurs and small and medium-sized businesses, which permit them to gain maximal benefit from the Internet in segments such as web-site design and construction, e-commerce, and paid referrals by search engines.

[www.publicis-webformance.com](http://www.publicis-webformance.com)

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