

RAZORFISH AND SAPIENTNITRO EXPAND CAPABILITIES ACROSS EMEA THROUGH PUBLICIS.SAPIENT PLATFORM

Integrated leadership structure leverages the significant strengths and capabilities of the platform to advance client businesses in a digital world

LONDON, April 8, 2016 — Publicis.Sapient, part of Publicis Groupe [Euronext Paris: FR0000130577, CAC40] and the world’s most advanced digital transformation platform, today announced an integrated leadership structure designed to further advance the already strong positions of Razorfish and SapientNitro in EMEA by providing clients of both brands with the broadest set of capabilities available via the Publicis.Sapient platform.

Leveraging a ‘two brands, one community, one platform’ approach will enable both Razorfish and SapientNitro to maintain their strong cultures, while at the same time better serving clients by creating an integrated leadership model that allows the brands to seamlessly access vast skills and capabilities across the Publicis.Sapient platform. Clients of each brand will continue to work with existing teams, while now having access to the widest possible pool of talent, technology capability, and IP.

Alan Herrick, CEO of Publicis.Sapient, said, “Our objective with Publicis.Sapient is bold but simple. We will combine across the platform for clients considering large scale digital transformation, or we will leverage the enormous capability and skill of the platform for the benefit of each brand and their clients. This is a new model, but one perfectly suited for a changing landscape, one governed by connectedness and configuration. Rigid structures are ill suited for the digital world.”

Across EMEA, Razorfish and SapientNitro will operate in five distinct geographies: DACH (Germany, Austria, Switzerland); France; Italy; Sweden & the Nordics; and the UK. Collective capabilities in Creative, Strategy and Technology will operate across both agency brands – leveraging capabilities across geographies so as to provide clients with superior service and increased scale.

Nigel Vaz, SVP and Managing Director for SapienNitro in Europe will lead both Razorfish and SapienNitro in EMEA, working closely with the global Razorfish and SapienNitro leadership teams.

Vaz added, “As the scope and scale of what clients require from their partners continues to grow, it becomes paramount that those partners have access to the broadest possible set of capabilities, technology expertise and leading intellectual property. We are excited to extend the strengths of Razorfish and SapienNitro and to create an integrated leadership structure that allows us to leverage the strength of the Publicis.Sapient platform to help our clients across EMEA transform in a digitally disrupted environment.”

About Publicis.Sapient

Publicis.Sapient, part of Publicis Groupe, is a Digital Transformation Platform purpose-built to solve for the challenges of today’s digital world — where companies seek to become fully digital businesses. The Publicis.Sapient platform was forged to address this challenge by helping clients advance 7 key and increasingly interrelated business activities. We do this by uniquely combining Digital Solutions & Business/Technology Consulting. The Platform houses the leading digital pioneers and thinkers from DigitasLBi, Razorfish and SapienNitro, combined with experienced consultants and technologists with deep industry expertise from Sapien Consulting. By dynamically configuring to ensure our clients have access to our full collection and connection of expertise, the Publicis.Sapient platform is creating a new way of working with clients that is agile and responsive to meet the demands of the digital marketplace. Publicis.Sapient is 23,000 people strong, across 100 offices in 50 countries. For more information, visit www.publicis.sapient.com