



Publicis Healthcare Communications Group

PRESS RELEASE

PUBLICIS GROUPE ACCELERATES EXPANSION IN CHINA WITH ACQUISITION OF U-LINK BUSINESS SOLUTIONS CO. LTD

Publicis Healthcare Communications Group Continues to Expand Its Presence in China

Paris, 22 February, 2012—Publicis Groupe announced today that it has acquired U-Link Business Solutions Co. Ltd (UBS), one of the leading Chinese agencies specialized in healthcare communications. This acquisition is part of Publicis Groupe's commitment to expand its operations in Greater China.

Founded in 1997, UBS employs approximately 170 people at its Shanghai headquarters and Beijing office. The agency offers PR, events management, medical association relationships and brand management and marketing to its healthcare clients. UBS' multidisciplinary team and in-depth market intelligence ensure its global expertise and world-class best practice and innovation. Agency clients include global and regional industry leaders such as Abbott, GenSci Pharmaceuticals, Johnson & Johnson, Novartis, Novo Nordisk, Pfizer, Roche, Xian-Janssen and Wyeth. UBS will become part of Publicis Healthcare Communications Group (PHCG) and will be renamed UBS Saatchi & Saatchi Health.

"China is one of the fastest growing economies in the world, and UBS is a critical part of PHCG's footprint in this increasingly important market" explained Nick Colucci, CEO and President of PHCG. *"Adding UBS to our portfolio brings the Saatchi & Saatchi Health flagship brand to China, and will make PHCG one of the largest healthcare communications groups in the region."*

UBS co-founder and CEO Frank Xu will remain at the helm, taking the title of Managing Director and reporting directly to Ash Kuchel, President of PHCG Asia Pacific region. Xu said, *"We are excited to be joining the world's leading healthcare network at such a pivotal time. Combining our best practices with the resources provided by the PHCG global network will help our agency stay one step ahead of the evolving Chinese market."*

Kuchel added, *"We are delighted to welcome UBS into PHCG Asia Pacific—a critical step in reaching our rapid growth objective in China. In UBS, we have a world-class agency to take us to the next level in our China offering. Today's companies are taking a closer look at China's third- and fourth-tier cities and beyond. Adding on-the-ground expertise helps PHCG meet those demands."*

UBS's acquisition is a key move strengthening PHCG presence in Asia. In the past 12 months, PHCG has acquired Chinese agencies Beijing Dreams Advertising and Beijing Dreams Zhiyang Communication (May 2011) and India based Watermelon agency (March 2011). PHCG counts now 220 employees in Greater China and is present through its agencies Publicis Life Brands Dreams, Publicis Life Brands China, and now UBS Saatchi & Saatchi Health.

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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 50,000 professionals. **Web:** www.publicisgroupe.com | **Twitter:** [@PublicisGroupe](https://twitter.com/PublicisGroupe) | **Facebook:** www.facebook.com/publicisgroupe



About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Group, PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, and medical and scientific affairs. PHCG is dedicated to delivering ideas of purpose that compel action, change lives, and amplify business outcomes. With over 4,000 employees, PHCG manages 14 agency brands through 57 offices located in 11 countries. PHCG's global brands are Saatchi & Saatchi Health, Publicis Life Brands, Publicis Healthcare International, Digitas Health, Razorfish Health, Publicis Touchpoint Solutions, and Publicis Medical Education Group, as well as strong regional brands.

Web: www.publicishealthcare.com | **Facebook:** www.facebook.com/publicishealthcare

About UBS

U-Link Business Solutions Co. Ltd (UBS) is a full-service agency specializing in pharmaceutical PR, marketing and events management. With offices in Shanghai and Beijing, the agency uses in-depth market intelligence to deliver industry-leading services and capabilities to its clients through brand management and marketing, creative design, medical association relationship-building and CME program development. UBS was founded in 1997 and is based out of Shanghai. **Web:** www.ubs-sh.com

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