



Press Release

PUBLICIS HEALTHCARE COMMUNICATIONS GROUP ACQUIRES DIGITAL AGENCY NUATT

PHCG Spain expands its digital health and wellness offering

Barcelona, Spain, 14 September 2011— Publicis Healthcare Communications Group (PHCG) Spain announced today that it has acquired Spain-based Nuatt with offices in Madrid, Barcelona, and Granada. Nuatt, a progressive digital communications agency, will join Saatchi & Saatchi Health (SSH) Barcelona and Publicis Life Brands (PLB) Spain to expand the country's offering in the health and wellness sector.

Founded in 2004, Nuatt is a 100 percent digital marketing agency. The agency has strong digital expertise in the consultancy area, as well as in the development of applications and computing solutions for the web, mobile devices, and other new technologies. Nuatt's vision is summarized as "New times, new attitudes."

The agency will report to PHCG Spain President Alba Guzmán. While Nuatt will maintain its current name, it will go to market as the digital side of Publicis Healthcare Communications Group Spain—working through its agencies SSH Barcelona or PLB Spain—seamlessly integrating digital with health communications to meet their healthcare client needs.

Tomás García, Nuatt's co-founder, will join the Publicis Healthcare Spain Management Board, and takes on the new title of PHCG Spain Executive Vice President. García will be accountable for the integration of Nuatt with the PHCG Spain agencies. Alberto Guerrero, co-founder of Nuatt, will continue to serve as Nuatt's Managing Director.

Guzmán said, "We have brought a digital company to integrate into our working model and be synergistic with us." She continued, "We aspire to be innovative in all the things we do together. With Nuatt on board, we can leverage our experience in the digital world in order to inspire new ways of improving the dialog between our clients' brands and the public it serves."

García said, "PHCG's deep knowledge about communications in the health sector will be integrated with the different, yet complementary, approach of Nuatt. Together we will focus on new digital customer attitudes, and create a unique and indispensable proposition on a new digital stage in the health sector."

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About Publicis Healthcare Communication Group

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Groupe S.A., 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 more than 3,000 employees, PHCG manages nearly 11 agency brands through 45 offices located in 11 countries. For more information, visit:

www.publicishealthcare.com

About Nuatt

Changing times demand new business and professional outlooks, projects in which new technologies serve as a springboard for reaching future goals in the context of new consumer trends. In this new context, Nuatt designs digital projects for companies who want to adapt to new times. Nuatt has offices in Madrid, Barcelona, and Granada, and counts on a professional team of 24 people who are highly specialized in four disciplines that can be combined to match the requirements of each project: Marketing, Development, Community and Gaming. Nuatt has wide experience in developing digital projects in the most diverse sectors: health, banking, publishing, retailing, public administration, etc., mixing marketing, communication and technology under a single corporate vision.

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