

Disclaimer :

The Competition DG makes the information provided by the notifying parties in section 1.2 of Form CO available to the public in order to increase transparency. This information has been prepared by the notifying parties under their sole responsibility, and its content in no way prejudices the view the Commission may take of the planned operation. Nor can the Commission be held responsible for any incorrect or misleading information contained therein.

COMP/M.7023 - PUBLICIS / OMNICOM

SECTION 1.2

Description of the concentration

Omnicom Group, Inc. (“**Omnicom**”) and Publicis Groupe S.A. (“**Publicis**”) intend to merge within the meaning of Article 3(1)(a) ECMR. The nature of the business of the parties is as follows:

- **Omnicom** is a US global advertising, marketing and corporate communications company. It provides a broad range of advertising services across a variety of disciplines, including advertising, customer relationship management (“**CRM**”), public relations and specialty communications.
- **Publicis** is a French international communications and advertising group. It provides a broad range of advertising services, including digital advertising, creative services, public affairs, corporate communications and events, media strategy, planning and buying and specialty communications.

