

## Publicis Groupe acquires Bizon, an agency dedicated to supporting brands on Amazon.

Paris, December 8th, 2022 – Publicis Groupe [Euronext Paris FR0000130577, CAC 40]

Founded in 2017 by Guillaume Rigallaud, Bizon is the leading agency in France dedicated to supporting and distributing brands on Amazon.

With a staff of 70, Bizon covers all the areas of expertise needed to ensure profitable growth on Amazon and marketplaces.

Bizon supports numerous brands, such as L'Oréal, Disney, Bjorg, Colgate, Ipone, Sigg, Cromology and Ecoiffier.

This acquisition will enhance the expertise of Publicis Commerce, led in France by Arnaud Lauga, currently CEO of Performics; a unique offering that combines consulting, retail media, technology and content, the essential combination for the success of brands on marketplaces.

It also reinforces Publicis Media France's positioning as a global partner for the transformation of its clients, enabling it to support them on all marketplaces with end-to-end solutions: strategy, operations, marketing, and distribution.

Gautier Picquet, COO of Publicis France and CEO of Publicis Media France said: *"Our Commerce offer is currently growing very significantly in France. Today, we want to strengthen our position, especially on Amazon, to better deliver our clients' strategic projects. We are convinced of the excellence and complementarity of Guillaume and the talents of Bizon."*

For Guillaume Rigallaud, CEO of Bizon: *"Joining a group as renowned as Publicis is a great recognition of the expertise and know-how of the Bizon teams. There are many synergies between our activities; this will help us to change scale, to strongly accelerate our international deployment and to aim for a position of European leader"*.

Arnaud Lauga, CEO of Publicis Commerce explains: *"Bizon is a genuine Amazon one-stop shop agency whose offer goes from assortment strategy to delivery to customers. There is a perfect complementarity with Publicis Commerce which, on Amazon, focuses more on operational marketing and media capabilities. We now have a complete end-to-end Amazon offering"*.

This acquisition was submitted to the conditions usually applicable. Financial details of the transaction are not disclosed.

### **About Publicis Groupe in France - The Power of One**

Publicis Groupe is the French leader in marketing, communication, and digital transformation of companies, based on a unique model that combines creativity, technology and media with data at its heart. Present across the entire value chain, from consulting to creation and production, it provides its clients with a unified, fluid, cross-functional organisation that gives them easy access to all its expertise.

Chaired by Agathe Bousquet, Publicis Groupe in France is a Talent Company with over 5,000 talents in 26 agencies, supporting nearly 600 clients.

Publicis Groupe in France is organised around creative activities (Publicis Conseil, Marcel, Leo Burnett Paris, Saatchi & Saatchi, Publicis Consultants, PublicisLive, Carré noir, Publicis Luxe, Prodigious, Razorfish, etc.), media (Publicis Media, Starcom, Zenith, Spark Foundry, Blue449, Performics), technology (Publicis Sapiant), and data with EPSILON, the world leader in data marketing, CRM and mass personalisation.

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