

## **Press release**

### **PubliGroupe appoints new business segment leaders**

Lausanne, 21 June 2007 – PubliGroupe, a leading sales organization for commercial communication, is pushing ahead with the implementation of the new strategic orientation announced earlier this year. The Board of Directors has made appointments to the leading positions in four new business segments which will form the operational base for the new PubliGroupe organization with effect from 1 January 2008.

The current head of PubliDirect, **Robert Schmidli** (57), will assume overall responsibility for the newly created Media Sales business segment as of 1 November 2007. This business segment will cover all the sales activities of PubliPresse (Publicitas, Publimedia, Publimag, Publicconnect and Mosse Media), the international Publicitas Promotion Network as well as the electronic, digital and interactive media managed by PubliGroupe. With the integration of PubliPresse into the future Media Sales business segment with all media and international activities, **Otto Meier** (55), general manager of PubliPresse since 2002, will step down at the end of October this year to take up new professional challenges.

**Jean-Pascal Michel** (47), Robert Schmidli's deputy, will succeed him as head of PubliDirect (Search & Find). He learned this business from scratch and has been involved in it successfully for more than 25 years, since 1997 as sales manager and member of the Executive Board of PubliDirect.

**Monica Woo** (42), has been running "Emphasis", a company specializing in inflight entertainment – magazines, onboard advertising, films and e-advertising – as well as customer magazines, with great success from her base in Hong Kong since 2001. As new general manager of the Custom Publishing business segment, she will be responsible for the ongoing development of these activities in Asia, the Middle East and in selected European markets.

The final appointment announced by the Board of Directors is that of **Thomas Kaiser** (41), head of Group Business Development, who will take responsibility for the newly created Digital & Marketing Services business segment. For PubliGroupe and its Digital & Marketing Services business segment, the recent joint acquisition of the successful

online services provider zanox by PubliGroupe and Axel Springer was a rapid and important step forward in the implementation of the new corporate strategy. Thomas Kaiser, who was successful in opening up new markets for two major German publishing houses before joining PubliGroupe last year, played a key role in the evaluation and acquisition of zanox. Together with namics, a rapidly growing consultancy specializing in e-business solutions, zanox will form the basis of the internationally orientated Digital & Marketing Services business segment currently under development.

The early announcement of the business segment heads for PubliGroupe's new organization, which will come into force next year, allows an optimal preparation for the transition from the present structure to the new one. A later announcement is planned for September with regard to the composition and organization of Group Management, which will continue to be headed by CEO Hans-Peter Rohner, as well as of the new – and by far the biggest – business segment, Media Sales. The present management and organizational structures will remain in force until 31 December 2007.

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**Note to editorial offices:**

CVs and photos of the new heads of business segments as of 1 January 2008 are available on PubliGroupe's website: <http://www.publigroupe.com/index.php?id=369&L=2>.