



TO PHCG Worldwide Managers,
Human Resources, Finance

FROM Nick Colucci

DATE January 7, 2015

Rosetta Health to join PHCG

I am pleased to share with you a preview of good things to come in 2015. Publicis Groupe created PHCG to be the center of its dedicated healthcare expertise and we are happy to announce that our family is growing with the addition of Rosetta Health. We plan to merge Rosetta Health with Razorfish Healthware and the combined organization will report to Janet Winkler.

The Groupe has approved this move and an integration team is already at work on the details of the alignment. As our integration process develops, we will keep you informed about the management and organization name. Communications have been made to the agencies and people involved, but all other communications, including to clients and the media, should remain confidential until an official announcement is made by the Groupe anticipated in the coming weeks.

Aligning Rosetta Health and Razorfish Healthware will provide a great opportunity for increased scale and market share growth through their shared vision, resources, capabilities, and industry expertise.

If you have any questions in the interim, please feel free to reach out to me or Janet Winkler. If you receive any media inquiries, please direct them to Rosemary Abendroth.

Please join me in welcoming Rosetta Health to PHCG and in wishing everyone in these organizations the best of success in 2015 and beyond.