



PUBLICIS GROUPE S.A.

## PRESS RELEASE

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### **TRIANGLE GROUP JOINS PUBLICIS GROUPE S.A.**

**April 25, 2001** - After 25 years of independence, the UK's largest and best known independent marketing communications group has been acquired by Publicis Groupe SA for an undisclosed sum.

Triangle was started in 1975 and was one of the pioneers of creative sales promotion. Founders Kevin Twitney and Roger Hyslop have forged one of the longest partnerships in the agency world and although Hyslop now works part-time, Kevin Twitney is regarded as one of the outstanding creative talents in the industry. The company has become a benchmark for creativity, and at the last count had employed no less than twelve people who later became creative directors at other agencies.

With nearly 200 staff in four trading divisions, Triangle Group works for some of the UK's best known companies including Britvic, BT, Cadbury, GlaxoSmithKline, Guinness, Safeway and Woolworths. It has been consistently courted by larger groups for several years.

"While it was flattering to be approached by some of the best organisations in the industry, I knew that we would only make this move once," explained chairman Kevin Twitney. "Losing our independence was a big decision, and we only wanted to do it when we were certain it would bring the benefits of being part of a global group to our clients and our staff. We made the decision to look for a partner to help us expand our services over a year ago. We knew the value of our business, but for us, the deciding factor was the chemistry. This has always applied both to client relationships and employee relationships, and it is equally true of successful business partnerships. We believe that in the Publicis Groupe, we have found the right business partner for Triangle."

Publicis Groupe chairman Maurice Levy says the acquisition of Triangle is a significant move in the expansion of their non-advertising business, collectively known as the Specialised Agencies and Marketing Services division.

"Triangle's reputation is unique", he says. "They have highly specific skills, a loyal client base, and a very talented senior management team. We are delighted to have them as part of our group."

Levy said that Triangle will not be aligned with the Publicis London office but will be expanding the brand in Europe, both independently of and in close partnership with their recent acquisition Saatchi & Saatchi. "The combination of skills offered by these two great agency brands will be particularly potent," he adds.

Twitney says that Triangle will benefit from Saatchi & Saatchi's development, and plans to use this resource as well as Publicis Groupe's capabilities to develop Triangle internationally, which will give its clients access to new skills and contacts.

Triangle is the last major promotional marketing agency group to join an international group, and, with revenues of some £11 million (€20 million), it has been one of the most sought-after businesses in the sector.

Only last month, Triangle Group was voted Agency of the Year at the annual Marketing Week SPCA Awards, as well as winning Best Promotional Campaign of the Year for its work on Tango. At the recent ISP Awards, Triangle picked up 11 awards, more than any other agency.

Triangle Group's four operating companies are Triangle Communications, Storm, Perceptor and Eye II Eye.

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