

SAATCHI & SAATCHI SUSTAINABILITY COMPANY DESCRIPTIONS

Saatchi & Saatchi S has been formed from the acquisition of Act Now. Adam Werbach (35) is CEO of Saatchi & Saatchi S and a world leader in the process of engaging corporations and employees to adopt sustainability practices. Current clients include General Mills, Kaiser Permanente, Procter & Gamble, Wal-Mart Stores, and General Electric. Adam founded Act Now in 1998 to engage the corporate and media world in sustainability. Act Now's signature sustainability offering, the Personal Sustainability Project (PSP), is a powerful HR tool that has touched more than 1 million people, guiding them to easily incorporate sustainability into their daily lives. At age 23, Adam was elected president of the Sierra Club, the oldest and largest environmental organization in the United States. Under his leadership, the Sierra Club helped create the largest new national park in the country and protect over 3 million acres of public land. Adam is a sought-after and provocative speaker and writer on sustainability. He is the author of *Act Now*, *Apologize Later* (Harper Collins, 1997). Adam serves on the International Board of Greenpeace.

Saatchi & Saatchi X is a 650-person global company that "turns shoppers into buyers." Its focus is the most powerful medium in the marketing mix: the store. The company works with both retailers and brands offering shopper marketing leadership, shopper insight research, category re-invention, environmental design, store-centric promotions, package and product innovation, shelf-based package design, and in-store media. Saatchi & Saatchi X launched in the USA in 2004 and has several locations across North America, Europe, the Middle East and Asia Pacific. The company serves clients such as American Express, Frito-Lay, Novartis, Procter & Gamble, Wal-Mart Stores, Inc. and Wendy's. Saatchi & Saatchi X has developed special shopper marketing methodologies based on the Lovemarks philosophy.

Saatchi & Saatchi has 154 offices in 84 countries and employs 7,000 people. Saatchi & Saatchi works with 17 of the top global advertisers. Clients include Toyota, Lexus, Procter & Gamble, General Mills, JCPenney, Ameriprise, and Visa. For Procter & Gamble, the world's largest advertiser, Saatchi & Saatchi represents eight of their top ten brands. The company consistently ranks in the top three at the annual Cannes Advertising Festival. The company is positioned as an agency for world-changing ideas that create sustainable and profitable growth for clients. The principal methodology of the company is called Lovemarks, the process of "creating the future beyond brands."

Publicis Groupe is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe offers local and international clients a complete range of communication services, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services offering healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.