

Press Release

PUBLIC SYSTEME HOPSCOTCH LAUNCHES HOPSCOTCH ASIA IN ONE - BEIJING

Paris, January 26th 2012 – Following the opening of its first office in Hong Kong, the Public Système Hopscotch group has now established a second Hopscotch Asia In One hub in Beijing, furthering its expansion in Asia. The new agency, managed by Louis Cacciuttolo, will grow its Chinese clientele and work alongside the group's key clients in China.

"After establishing Hopscotch Europe In One in Dublin and Hopscotch Asia in One in Hong Kong, this new hub represents a major step towards connecting our international activities through regional hubs. Our objective is not to be present in all the Chinese major cities but rather to cover this tremendous market stretching from Beijing to Hong Kong," said Jérôme Lascombe, Managing Director of the Public Système Hopscotch and President of Hopscotch.

The Public Système Hopscotch group is pursuing its international development strategy by following the model of the hub created by Hopscotch in Dublin in - Hopscotch Europe In One, an agency providing PR, e-PR and digital services.

Hopscotch Asia In One, established in Hong Kong, now has a second branch in Beijing integrating the disciplines of PR, e-PR and events. This global offer is a direct response to the Asian market's needs. Hopscotch Asia In One will therefore represent the group's agencies and their three main trades.

The agency already works in China with several French and Chinese customers including a global luxury brand, a leading real estate agent in Hong Kong and a cinema festival.

About Public Système Hopscotch

As a communication consultancy group, Public Système Hopscotch is structured around three main agencies – Le Public Système, an integrated communication agency, Hopscotch, a PR and digital communication agency and Heaven, a digital marketing agency as well as several specialised agencies including Sagarmatha, Human to Human and Capdel. Listed on Euronext Paris (Code ISIN: PUS FR 00000 6527 8), the group now has 500 employees. In 2010, it made a turnover of EUR 128.7 million with a gross margin of EUR 51.5 million.

For more information: www.publicsystemehopscotch.com

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