



GLOBAL PR GROUP

Press release
Paris, 3 February 2015

Public Système Hopscotch renames as HOPSCOTCH Global PR Group

The group created by the combination of Le Public Système and Hopscotch in 2010 has never ceased developing and reinventing itself, bringing together public relations, events and digital communication to become France's 3rd communication consultancy and a global Top 25 communication group.

"Since our creation, we are driven by the ambition to become a model in innovative communications", explains Frédéric Bedin, President of the group Board of Directors. "Today, in order to continue our development in France and overseas, and also to attract the best talents, we needed to define ourselves with a simple, clear and international brand. As we were choosing our new name, we found that we already had the brand that met these criteria: Hopscotch.

This name change will result in a new brand architecture that will host its different entities, as well as a new visual identity.

- The group becomes HOPSCOTCH, Global PR Group.
- Hopscotch, the public relations agency, becomes Hopscotch Paris.
- Le Public Système PCO (Professional Congress Organizer) and the Congress activity of Le Public Système unite to become Hopscotch Congrès.
- The international hubs become Hopscotch Europe, Africa, Americas and Asia.
- Le Public Système, heaven, Sagarmatha, Human to Human, U Pro, Le Public Système Cinéma and Capdel become agencies of the HOPSCOTCH group.

From next summer, aiming to become the most innovative communication group of the 21st century, Hopscotch will mix the talents and foster the exchange of expertise of its 550 employees in an inspired and smart new building on Notre-Dame des Victoires street, in the creativity, media, culture and technology heart of Paris.

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About HOPSCOTCH group:

The HOPSCOTCH group (ex. Public Système Hopscotch) is the third largest French communications consultancy, leader in Public Relations, Events, Digital and Social Web.

The group is structured around five large agencies: Le Public Système, Hopscotch Paris, heaven, Sagarmatha, and Human to Human - and several specialist agencies.

The group has a presence around the world through its Hopscotch Europe, Hopscotch Africa, Hopscotch Asia and Hopscotch Américas. The group was ranked 24th in the most recent Holmes Report global agency rankings.

Quoted on Euronext Paris (ISIN code: PUS FR 00000 6527 8), the group employs 542 staff. It generated revenue of 152 million Euros and a gross profit margin of 53.3 million Euros in 2013.

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