

.....

New São Paulo hub Hopscotch Système Americas strengthens Public Système Hopscotch international presence

.....

Public Système Hopscotch, a Global Top 20 and France's third largest communications consultancy, today announced the opening of its new South-American hub in Brazil. All group regional hubs will carry its international brand Hopscotch Système.



The ambition of Public Système Hopscotch is to always find the best answer to meet the global communication challenges of its clients – enterprises, brands and institutions. This has led the group to implement an innovative international development model based on the creation of regional hubs.

Started with a European hub based in Dublin, this model was replicated in Asia with a first regional operation in Hong Kong, shortly followed by another in Beijing focused on Continental China and complemented by an upcoming office in Shanghai. The African continent is now covered from a Paris-based hub and the group has also established a presence in San Francisco and Montreal.

“We continue rolling out our international growth strategy,” explains Group CEO Jérôme Lascombe. *“Our clients’ demand is driving this development in the luxury, automobile and, especially, sports segments. Today we are ready to support them in their South-American operations, in particular those relating to the 2014 FIFA World Cup and the 2016 Summer Olympics”.*

The specificity of these Hubs is to assemble multi-cultural teams under one roof, capable of designing and rolling out campaigns from a single point of action across all the markets in their region. Each Hub generates its own business but can also leverage synergies with other group agencies.

A recent example was in October 2011, when Public Système Hopscotch carried out two of the five worldwide launches of Windows 8 for Microsoft. Its agencies Le Public Système, Hopscotch and heaven were mobilized in Europe, while the Hopscotch Système Asia hub executed the Asia-Pacific launch.

Today, international revenues total more than a quarter of Public Système Hopscotch revenues, with an objective to raise them to 35 % by 2015.



Group Media contact:

Bernie TORRES
+33 1 41 34 22 51 / +33 6 11 67 04 09
btorres@publicsystemehopscotch.fr



About Public Système Hopscotch

A Communication Consultancy Group, Public Système Hopscotch is structured around three major brands - **Le Public Système**, an integrated communication agency, **Hopscotch**, a public relations and digital communication agency, **Heaven**, a digital marketing agency - and a number of specialist agencies (such as **Sagarmatha**, and **Human to Human**, among others).

The group has developed its international footprint through its **Hopscotch Système** regional Hubs: **Hopscotch Système Europe** in Dublin, **Hopscotch Système Asia** in Hong Kong and Beijing, **Hopscotch Système Africa** in Paris and **Hopscotch Système Americas** in Sao Paulo.

Public Système Hopscotch occupies the 20th place in the Holmes Report 2012 Global PR ranking. Listed on Euronext Paris (ISIN code: PUS FR 00000 6527 8), the group employs 545 people and posted a turnover of €155 million and a gross margin of €57 million in 2011. For more information: www.publicsystemehopscotch.com

LE PUBLIC SYSTEME / HOPSCOTCH / HEAVEN / SAGARMATHA / HUMAN TO HUMAN

EUROPE / ASIA / AFRICA / AMERICAS