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**LAZARD, WPP AND RICHARD ATTIAS & ASSOCIATES  
ANNOUNCE NATION BRANDING JOINT INITIATIVE**

PARIS, LONDON, NEW YORK, 11 June 2015 -- Lazard, WPP and Richard Attias & Associates (a WPP affiliate) announced today a joint initiative to create nation branding programs through the organization of international economic conferences.

These programs will help increase the global visibility of client countries, position these countries for global investment, promote government and sovereign clients' agendas for economic development, and present their economic development programs to a global audience of partners and investors to stimulate inbound foreign direct investment and public-private partnerships.

The services offering of the initiative will include financial advisory, strategic communications, marketing, media, and promotion, content development and production, and the design and organization of interactive live experiences.

This initiative brings together Lazard, the world leader in financial advisory to governments, WPP, the world leader in communications services, and its affiliate Richard Attias & Associates, a leading strategic communications and nation branding consultancy.

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