Publicis Increases M&A Budget Following Record Results

Following a record year that led it to beat expectations, with 2021 full-year organic revenue growth at 10% reaching $11,862 billion (10,487 billion euros), Publicis Groupe intends to increase its merger and acquisition budget to between $450-680 million this year as it continues to strengthen its data and tech capabilities.

Recommended articles
https://www.adweek.com/agencies/publicis-increases-ma-budget-following-record-year-end-results/