

PRESS RELEASE

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The world's largest communication network is moving to Hammarby Sjöstad, and Faberge

Publicis Media is a global communications network that is part of the Publicis Group, the world's largest media and communications network. It is now signing an agreement with Faberge regarding a new office in Luma. The agreement has a duration of 6 years and relates to 2,900 square metres of office space with an annual rent of SEK 10.7m.

Publicis Groupe is a French corporate group with over 80,000 employees and operations in over 100 countries. The group is now concentrating its Swedish operations, with more than 200 employees, in Hammarby Sjöstad, which involves co-locating companies such as Starcom, Publicis Sapient, Zenith and Saatchi & Saatchi.

The new Swedish head office will be flexible, modern and also reflect the area's historical background. Two former premises will be merged together in one of the old lamp factory's oldest parts in Luma, to form an exciting arena for both employees and international visitors.

- *"The character of our new room in Luma will fit our business perfectly. On the one hand, we want to be able to work in an integrated and open manner in order to solve tasks multi-perspective and on the other hand to develop specialist functions in dedicated teams with customized areas for this. We think that the whole area feels like one of the most progressive and most innovative in Stockholm," says Göran af Klercker, CEO of Publicis Groupe Sweden.*

The building was originally built in 1929–30, in the Swedish industrial functionalism style. The architects were Artur von Schmalensee and Eskil Sundahl, who worked on behalf of the client Kooperativa Förbundet. The building is protected in accordance with the Swedish Cultural Heritage Act. It has ten floors and has been modernised and extended several times over the years. Kooperativa Förbundet manufactured light bulbs there until 1970.



Faberge AB (publ)

- *“Luma is a fantastic building with a very unique character that really attracts exciting and creative companies, so I am not surprised that there has been such great interest. We look forward to welcoming Publicis Media to Hammarby and Luma,” says Andreas Malmsäter, Letting Manager at Faberge.*

The representative of Publicis Media in this project has been Affärslogik.

Faberge AB (publ)

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