



Dear Sir/Madam

I write you with reference to the candidature of Naples to be the hosting town for Wikimania 2013, the worldwide conference of Wikimedia Foundation.

As President of Publicis Healthware International, I would like here to show my personal appreciation for the mission of WMF, and support the abovementioned candidature.

Publicis Healthware International (PHI) is a prominent Global Digital Communications agency, part of the Publicis Groupe, one of the top-three advertising groups worldwide. Publicis Groupe encompasses significant actors in media, communications, public relations and consulting, including globally renowned brands like Saatchi&Saatchi, Starcom Mediavest, ZenithOptimedia, Vivaki and Digitas.

Born in Naples (Italy) in 1996, PHI (www.publicishealthware.com) is an integrated agency focused on improving communications across the health & wellness community, with a strong eHealth and information technology focus. The PHI team is made up of more than **250 digital professionals** primarily based in offices throughout Europe and the United States, all working together to serve both local and global markets and provide best in class marketing solutions across our three main service offerings:

- Consulting
- Communications
- Technology

Specifically focused on the healthcare domain, PHI has developed over time significant digital assets, like paginemediche.it, the most important healthcare portal in Italy. PHI also holds key technological partnerships, like the one with dotSUB, the company which developed and manages the multi-language translation tool embedded in TED Conference videos (www.ted.com). The PHI/dotSUB partnership recently resulted in the launch of Videum (www.videum.com), the only multi-language video portal dedicated to healthcare.

In addition to the moral support of myself and my company, I would like to offer a tangible help to ensure the maximum impact and resonance of the event. For this reason, in case you decide to select Naples as hosting town, I will put for free on your disposition our professional capabilities in terms of PR and media management.

I will be looking forward to welcome you all in Naples in 2013!

Kind regards,

Roberto Ascione

President, Publicis Healthware International