

SAPIENT CORP  
Form SC TO-T  
November 12, 2014

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**SCHEDULE TO  
(RULE 14d-100)**

**Tender Offer Statement Pursuant to Section 14(d)(1) or 13(e)(1)  
of the Securities Exchange Act of 1934**

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**SAPIENT CORPORATION**

(Name of Subject Company)

**1926 MERGER SUB INC.**

(Offeror)

**PUBLICIS GROUPE S.A.**

(Parent of Offeror)  
(Names of Filing Persons)

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**COMMON STOCK, \$0.01 PAR VALUE**

(Title of Class of Securities)

**803062108**

(Cusip Number of Class of Securities)

**Anne-Gabrielle Heilbronner  
General Secretary, Member of the Management Board**

**133 Avenue des Champs Elysées**

**75008 Paris**

**France**

**+33-1-44-43-70-00**

(Name, Address and Telephone Number of Person Authorized to Receive Notices  
and Communications on Behalf of Filing Persons)

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*With a copy to:*



## Edgar Filing: SAPIENT CORP - Form SC TO-T

This Tender Offer Statement on Schedule TO (this "Schedule TO") relates to the tender offer by 1926 Merger Sub Inc., a Delaware corporation ("Purchaser") and a wholly owned indirect subsidiary of Publicis Groupe S.A., a French *société anonyme* ("Parent"), for all of the outstanding shares of common stock, par value \$0.01 per share ("Shares"), of Sapien Corporation, a Delaware corporation ("Sapien"), at a price of \$25.00 per share, net to the seller in cash, without interest thereon and less any applicable withholding taxes, upon the terms and conditions set forth in the offer to purchase dated November 12, 2014 (the "Offer to Purchase"), a copy of which is attached as Exhibit (a)(1)(A), and in the related letter of transmittal (the "Letter of Transmittal"), a copy of which is attached as Exhibit (a)(1)(B), which, as each may be amended or supplemented from time to time, collectively constitute the "Offer."

All the information set forth in the Offer to Purchase, including Schedule I thereto, is incorporated by reference herein in response to Items 1 through 9 and Item 11 of this Schedule TO, and is supplemented by the information specifically provided in this Schedule TO.

### **Item 1. Summary Term Sheet.**

#### **Regulation M-A Item 1001**

The information set forth in the Offer to Purchase under the caption SUMMARY TERM SHEET is incorporated herein by reference.

### **Item 2. Subject Company Information.**

#### **Regulation M-A Item 1002**

(a) *Name and Address.* The name, address, and telephone number of the subject company's principal executive offices are as follows:

Sapien Corporation  
131 Dartmouth St.  
Boston, Massachusetts 02116  
(617) 621-0200

(b)-(c) *Securities; Trading Market and Price.* The information set forth in the Offer to Purchase under the following captions is incorporated herein by reference:

INTRODUCTION

THE TENDER OFFER Section 6 ("Price Range of Shares; Dividends")

### **Item 3. Identity and Background of Filing Person.**

#### **Regulation M-A Item 1003**

(a)-(c) *Name and Address; Business and Background of Entities; and Business and Background of Natural Persons.* The information set forth in the Offer to Purchase under the following captions is incorporated herein by reference:

SUMMARY TERM SHEET

THE TENDER OFFER Section 8 ("Certain Information Concerning Parent and Purchaser")

SCHEDULE I Information Relating to Parent and Purchaser

**Item 4. Terms of the Transaction.**

**Regulation M-A Item 1004**

(a) *Material Terms.* The information set forth in the Offer to Purchase is incorporated herein by reference.

**Item 5. Past Contacts, Transactions, Negotiations and Agreements.**

**Regulation M-A Item 1005**

(a) *Transactions.* The information set forth in the Offer to Purchase under the following captions is incorporated herein by reference:

SUMMARY TERM SHEET

THE TENDER OFFER Section 10 ("Background of the Offer; Past Contacts or Negotiations with Sapient")

(b) *Significant Corporate Events.* The information set forth in the Offer to Purchase under the following captions is incorporated herein by reference:

SUMMARY TERM SHEET

THE TENDER OFFER Section 10 ("Background of the Offer; Past Contacts or Negotiations with Sapient")

THE TENDER OFFER Section 11 ("The Merger Agreement; Other Agreements")

THE TENDER OFFER Section 12 ("Purpose of the Offer; Plans for Sapient")

**Item 6. Purposes of the Transaction and Plans or Proposals.**

**Regulation M-A Item 1006**

(a) *Purposes.* The information set forth in the Offer to Purchase under the following captions is incorporated herein by reference:

THE TENDER OFFER Section 12 ("Purpose of the Offer; Plans for Sapient")

(c)(1)-(7) *Plans.* The information set forth in the Offer to Purchase under the following captions is incorporated herein by reference:

SUMMARY TERM SHEET

THE TENDER OFFER Section 9 ("Source and Amount of Funds")

THE TENDER OFFER Section 10 ("Background of the Offer; Past Contacts or Negotiations with Sapient")

THE TENDER OFFER Section 11 ("The Merger Agreement; Other Agreements")

THE TENDER OFFER Section 12 ("Purpose of the Offer; Plans for Sapient")

THE TENDER OFFER Section 13 ("Certain Effects of the Offer")

THE TENDER OFFER Section 14 ("Dividends and Distributions")

**Item 7. Source and Amount of Funds or Other Consideration.**

**Regulation M-A Item 1007**

(a) *Source of Funds.* The information set forth in the Offer to Purchase under the following captions is incorporated herein by reference:

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## SUMMARY TERM SHEET

THE TENDER OFFER Section 9 ("Source and Amount of Funds")  
THE TENDER OFFER Section 10 ("Background of the Offer; Past Contacts or Negotiations with Sapient")  
(b) *Conditions.* The information set forth in the Offer to Purchase under the following captions is incorporated herein by reference:

## SUMMARY TERM SHEET

THE TENDER OFFER Section 9 ("Source and Amount of Funds")  
THE TENDER OFFER Section 10 ("Background of the Offer; Past Contacts or Negotiations with Sapient")  
THE TENDER OFFER Section 11 ("The Merger Agreement; Other Agreements")  
THE TENDER OFFER Section 12 ("Purpose of the Offer; Plans for Sapient")  
THE TENDER OFFER Section 15 ("Conditions of the Offer")  
(d) *Borrowed Funds.* The information set forth in the Offer to Purchase under the following captions is incorporated herein by reference:

## SUMMARY TERM SHEET

THE TENDER OFFER Section 9 ("Source and Amount of Funds")  
THE TENDER OFFER Section 10 ("Background of the Offer; Past Contacts or Negotiations with Sapient")  
THE TENDER OFFER Section 11 ("The Merger Agreement; Other Agreements")  
THE TENDER OFFER Section 15 ("Conditions of the Offer")

### **Item 8. Interest in Securities of the Subject Company.**

#### **Regulation M-A Item 1008**

(a) *Securities Ownership.* The information set forth in the Offer to Purchase under the following captions is incorporated herein by reference:

THE TENDER OFFER Section 8 ("Certain Information Concerning Parent and Purchaser")  
THE TENDER OFFER Section 12 ("Purpose of the Offer; Plans for Sapient")  
SCHEDULE I Information Relating to Parent and Purchaser

(b) *Securities Transactions.* None.

### **Item 9. Persons/Assets Retained, Employed, Compensated or Used.**

#### **Regulation M-A Item 1009**

(a) *Solicitations or Recommendations.* The information set forth in the Offer to Purchase under the following captions is incorporated herein by reference:

## SUMMARY TERM SHEET

THE TENDER OFFER Section 3 ("Procedures for Accepting the Offer and Tendering Shares")  
THE TENDER OFFER Section 10 ("Background of the Offer; Past Contacts or Negotiations with Sapient")  
THE TENDER OFFER Section 18 ("Fees and Expenses")

**Item 10. Financial Statements.**

**Regulation M-A Item 1010**

- (a) *Financial Information.* Not Applicable.
- (b) *Pro Forma Information.* Not Applicable.

**Item 11. Additional Information.**

**Regulation M-A Item 1011**

(a) *Agreements, Regulatory Requirements and Legal Proceedings.* The information set forth in the Offer to Purchase under the following captions is incorporated herein by reference:

SUMMARY TERM SHEET

THE TENDER OFFER	Section 10 ("Background of the Offer; Past Contacts or Negotiations with Sapient")
THE TENDER OFFER	Section 11 ("The Merger Agreement; Other Agreements")
THE TENDER OFFER	Section 12 ("Purpose of the Offer; Plans for Sapient")
THE TENDER OFFER	Section 13 ("Certain Effects of the Offer")
THE TENDER OFFER	Section 16 ("Certain Legal Matters; Regulatory Approvals")

(b) *Other Material Information.* The information set forth in the Offer to Purchase and the Letter of Transmittal is incorporated herein by reference.

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### Item 12. Exhibits.

#### Regulation M-A Item 1016

Exhibit No.	Description
(a)(1)(A)	Offer to Purchase, dated November 12, 2014.
(a)(1)(B)	Letter of Transmittal.
(a)(1)(C)	Notice of Guaranteed Delivery.
(a)(1)(D)	Letter to Brokers, Dealers, Commercial Banks, Trust Companies and Other Nominees.
(a)(1)(E)	Letter to Clients for Use by Brokers, Dealers, Commercial Banks, Trust Companies and Other Nominees.
(a)(1)(F)	Joint Press Release issued by Publicis Groupe S.A. and Sapient Corporation on November 3, 2014 (incorporated by reference to Exhibit 99.1 to the schedule TO-C filed by Publicis Groupe S.A. with the Securities and Exchange Commission on November 3, 2014).
(a)(1)(G)	Investor Presentation Materials dated November 3, 2014 (incorporated by reference to Exhibit 99.2 to the Schedule TO-C filed by Publicis Groupe S.A. with the Securities and Exchange Commission on November 3, 2014).
(a)(1)(H)	Transcript of November 3, 2014 Investor Conference Call (incorporated by reference to Exhibit 99.3 to the Schedule TO-C filed by Publicis Groupe S.A. with the Securities and Exchange Commission on November 3, 2014).
(a)(1)(I)	Tweets from November 3, 2014 by Publicis Groupe S.A. (@PublicisGroupe) (incorporated by reference to Exhibit 99.4 to the Schedule TO-C filed by Publicis Groupe S.A. with the Securities and Exchange Commission on November 3, 2014).
(a)(1)(J)	Facebook post from November 3, 2014 by Publicis Groupe S.A. (incorporated by reference to Exhibit 99.5 to the Schedule TO-C filed by Publicis Groupe S.A. with the Securities and Exchange Commission on November 3, 2014).
(a)(1)(K)	Summary Advertisement as published in the <i>New York Times</i> on November 12, 2014.
(b)(1)	Debt Commitment Letter, dated as of November 1, 2014, between Citibank, N.A., London Branch and Publicis Groupe S.A.
(d)(1)	Agreement and Plan of Merger, dated as of November 1, 2014, by and among Publicis Groupe S.A., 1926 Merger Sub Inc. and Sapient Corporation (incorporated by reference to Exhibit 2.1 to the Current Report on Form 8-K filed by Sapient Corporation (File No. 0-28074) with the Securities and Exchange Commission on November 3, 2014).
(d)(2)	Tender and Support Agreement, dated as of November 1, 2014, by and among Publicis Groupe S.A., 1926 Merger Sub Inc. and certain stockholders of Sapient Corporation (incorporated by reference to Exhibit 10.1 to the Current Report on Form 8-K filed by Sapient Corporation (File No. 0-28074) with the Securities and Exchange Commission on November 3, 2014).
(d)(3)	Confidentiality Agreement, dated as of October 25, 2014, by and between Publicis Groupe S.A. and Sapient Corporation.
(d)(4)	Retention Letter, between Publicis Groupe S.A. and Alan J. Herrick, dated November 1, 2014.
(d)(5)	Retention Letter, between Publicis Groupe S.A. and Alan M. Wexler, dated November 1, 2014.
(d)(6)	Retention Letter, between Publicis Groupe S.A. and Harry B. Register, dated November 1, 2014.

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Exhibit No.	Description
(g)	None.

(h)	None.
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**Item 13. Information Required by Schedule 13E-3.**

Not applicable.

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**SIGNATURES**

After due inquiry and to the best of their knowledge and belief, each of the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: November 12, 2014

**1926 MERGER SUB INC.**

By:           /s/ ANNE-GABRIELLE HEILBRONNER          

Name: Anne-Gabrielle Heilbronner  
Title: President, Treasurer and Secretary

**PUBLICIS GROUPE S.A.**

By:           /s/ MAURICE LÉVY          

Name: Maurice Lévy  
Title: Chairman & Chief Executive Officer

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(g)	None.
(h)	None.

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