Uptevia
CORPORATE TRUST

Investor Relations
Phone number from France: 0 800 007 552
Phone number from outside France : + 33 1 49 37 82 42

Trade Order

Identification of the order originator:

Identity: ....
(Name, first name or corporate name)

Postal address: ....

....

Fiscal address (if different from the postal address): ....

....

Your reference (to be quoted in all communication with Uptevia if you already have directly registered securities in the issuing company): ....

Telephone number (recommended): .... Email: ....

Type of order:

Issuer's name: PUBLICIS...

Type of order (1): ☐ Buy (2) ☐ Sell

Security: .... ISIN code: FR0000130577...

Number of securities: ....(in figures)

....(in words)

Type of order (1) (3): ☐ "Market order" ☐ Limit order": ....€
                        ☐ "Best order"

Validity period (4): ....

(1) Tick the relevant box.
(2) Financial transaction tax payable on the eligible securities.
(3) Types of order: Signature: details on the back of this document.
(4) Validity period: Signature: details on the back of this document.
(5) Signature: Signature: details on the back of this document.

Changes in the share price when a dividend is paid: signature: details on the back of this document.

Sending orders
Except in a case of *force majeure*, orders received before 3.30 p.m. Paris time shall be sent by Uptevia to its dealer on the same day to be executed according to the market conditions. Orders received after 3.30 p.m. Paris time shall be sent to the trader on the same day or on the following trading day.

Order cancellation
Uptevia cannot guarantee that it will take into account requests to cancel valid orders that have not yet been executed.

I have read the information on the reverse of this form.

Completed on................. at (Place)...Signature (5) of the order originator

(2) Financial Transaction Tax:
Financial Transaction Tax is payable on purchases of equity securities issued by eligible companies. A ministerial order published each year establishes the list of companies which are included within the scope of the tax.

(3) Types of order:
- <u>"Market order"</u>: This type of order takes priority over "best orders" and "limit orders". The Holder is guaranteed full execution provided that prices are being quoted for the security, but does not control the price. When the market opens, the order is executed at the opening price. During a trading session, the order is converted into as many limit orders as necessary to fill the order amount.

- <u>"Limit order"</u>: This type of order involves a minimum selling price or a maximum purchase price. For a buy order, the order will only be executed if the price is lower than or equal to the specified limit. For a sell order, the order will only be executed if the price is higher than or equal to the specified limit. Execution of a limit order depends on the existence of a counterparty willing to buy or sell enough securities at one or more prices compatible with the limit. A limit order gives the Holder control of the trading price, but the execution of such an order may be only partial.

- <u>"Best order"</u>: A "best order" does not involve any price limit. It gives the Holder access to the best price available at the time the order hits the market, although no guarantee is given regarding execution. It is automatically converted into a limit order by the quotation system. When the market opens, a limit equal to the opening price is applied. During a trading session, a limit equal to the best price for a pending trade in the opposite direction is applied.

(4) Validity period:
- <u>"Day order"</u>: the order may only be executed during the current trading session.

- <u>"Month order"</u>: the order will remain on the market until the end of the calendar month during which it was received.

- <u>"Specified date order"</u>: unless the order is executed or cancelled, the order will remain on the market until the date indicated or the previous trading session if the date indicated is not a trading session. A "Specified date order" has a maximum duration of two calendar months.

If no validity period is indicated, an order will be recorded as a "Month order".

Buy orders:

Except when buying odd lots in corporate events, acceptance of a buy order is subject to Uptevia receiving a cheque covering 105% of the expected amount of the trade (purchase price multiplied by volume purchased plus related fees, commissions and taxes relating to the trading process, where applicable).

(5) Signature:
- The signature must be certified (Please enclose a copy of a valid ID card or passport).
- If the shareholder is a legal entity, signing powers must be provided.
- If the account is a co-ownership account or a split-interest account (ownership split between the life and remainder interests), the signature of all members is required.

NB: Changes in the share price when the dividend is paid:
Before the shares go ex-dividend: the value of the share includes the value of the dividend to be paid.
After the shares go ex-dividend: the value of the share falls by the value of the dividend.
When a share goes ex-dividend, order limit prices are adjusted.