



PUBLICIS GROUPE

PRESS RELEASE

Paris, October 28, 2008

Third Quarter Revenue 2008

Third Quarter:

- Organic growth of 3.9%
- Revenue growth of 5.1% at constant exchange rates*

First nine months of 2008:

- Organic growth of 4.9%
- Revenue growth of 6.8% at constant exchange rates*

* 2007 figures at 2008 exchange rates

Maurice Lévy, Chairman & CEO of Publicis Groupe, commented:

"The third quarter ended with higher organic growth than we expected, and finished better than we might have feared, given the turmoil in the world-wide financial system. These disturbances pushed the mature economies into a zone of turbulence, of which it is difficult to foresee either the intensity or the duration. In this context, we believe our industry will face a difficult end of 2008 and a marked slowdown in 2009. Publicis Groupe has a number of strong trump cards: a long tradition of partnership with our main large clients, a diversified portfolio of clients and activities with serious resilience, as well as a range of highly differentiated and well positioned operations. Above all, the Groupe has undertaken since a few years two strategic initiatives, both of which are very encouraging given the current situation, by massively investing in both digital and in emerging markets: two sectors that will once again show solid growth in 2009. These initiatives should allow us to compensate the growth weaknesses in mature markets or traditional sectors.

Our objectives for 2009 are to consolidate revenue by increasing our market share in classic creative agencies, and to push ahead in fields where we have leadership positions: digital and high-growth markets. Moreover, we are aiming to protect our margins through a tight control of our costs.

I want to stress that our first objective is to accompany our clients and to help them to get through this period by providing them with ideas, innovations, creativity and the best possible return on their marketing investments."



Third Quarter 2008

■ Activity in Q3 2008

Business during this quarter was profitable for most activities and over all geographical areas. As in the first half-year, digital business continued to perform extremely well, and the pursuit of growth in emerging economies was a dynamic factor of this 3rd quarter.

Healthcare communication is improving, and the month September was very encouraging.

■ Third quarter revenue 2008

The Groupe's consolidated revenue for Q3 2008 amounted to EUR 1,105 million, up 5.1% at constant exchange rates compared with the revenue for Q3 2007.

Exchange rate variations had a negative impact of EUR 71 million euros; as in several previous periods this was due to sharp drop in dollar and the pound sterling.

Geographical breakdown of revenue for the Third Quarter

<i>(in EUR millions)</i>	Revenue		Growth	
	3rd quarter 2008	3rd quarter 2007	At constant exchange rates	Organic
Europe	411	418	+2.2%	+0.9%
North America	481	487	+8.8%	+5.3%
Asia-Pacific	124	125	+4.8%	+4.9%
Latin America	62	66	-1.7%	+9.9%
Africa & Middle East	27	26	+5.9%	+9.2%
Total	1,105	1,122	+5.1%	+3.9%

Europe: Good results in France, Central and Eastern Europe, and Russia contrast weaknesses in the UK, Spain as well as in Germany, which is starting to show signs of a slowdown.

North America: As in the first half-year, the third quarter's good growth was propelled by digital activities.

Asia-Pacific: Growth continues in this region, with particularly high growth rates in China and India.

Latin America: Organic growth in this zone is mainly fuelled by Argentina and Venezuela and by the good performance in Brazil.

Africa and Middle East: Sustained growth in most of the Groupe's activities.

Business in China, India and Russia has achieved an average organic growth rate of 21.1% in the third quarter.



Publicis Groupe at September 30, 2008

■ Revenue to September 30, 2008

At September 30 2008, Publicis Groupe revenue amounted to EUR 3,332 million, up by 6.8% at constant exchange rates compared with the first nine months of 2007. Organic growth for the first nine months was at 4.9%. Exchange rate variations had a negative impact of EUR 250 million; as in several previous periods this was due to the sharp drop in the dollar (-11.8%) and of the pound sterling (-13.2%).

For the first nine months of 2008, digital activities represented 18.9% of Groupe revenue as against 13.6% for the first nine months of 2007, in line with the Groupe's strategic objectives.

Our targets were reached with emerging markets, and as these activities represented 22.7% of revenues for the first nine months compared with 20.9% for the same period in 2007.

Geographical breakdown of revenue to September 30, 2008

<i>(in EUR millions)</i>	Revenue		Growth	
	30 Sept. 2008	30 Sept. 2007	At constant exchange rates	Organic
Europe	1,284	1,264	+5.2%	+2.7%
North America	1,423	1,495	+7.5%	+5.4%
Asia-Pacific	367	360	+8.1%	+7.5%
Latin America	174	170	+6.8%	+8.0%
Africa & Middle East	84	81	+12.6%	+14.3%
Total	3,332	3,370	+6.8%	+4.9%

■ Highlights of the first nine months of the year

- New Business: 3.7 billion dollars

Publicis Groupe once again ranked No. 1 in New Business for the first nine months of the year, with USD 3.7 billion in new accounts won.

The most noteworthy new accounts were:

AXA (France, UK), Bank of America (USA), Cadbury (Multiregional), Disneyland Resort Paris (Europe), Emirates (France, UK), GDF SUEZ (International), Heineken (Czech Republic), Homebase (UK), Kerry Foods (UK), L'Oréal (media-France), Lunesta (USA), Ministry of the Environment, Energy, and Sustainable Development (France), Pernod Ricard-Glenlivet (UK), Quick (France), Samsung (South Africa), Slendertone (UK), Wyeth (China and Mexico).



- **External growth and strategic developments**

In pursuing its growth strategy based on developing its digital business and strengthening its presence in emerging economies, in the third quarter, Publicis Groupe acquired Portfolio (Korea) and Performics (USA, Europe, Australia, Singapore and China). Elsewhere, the acquisitions of Kekst & Co. and PBJs in the USA during the last quarter further strengthened the presence of Publicis Groupe in the public relations and the events and digital sectors.

- **OCEANE 2008 redemption**

Publicis Groupe redeemed the OCEANE 2008 on the bond's maturity date of July 17, for the amount of EUR 672 million by use of its cash and cash equivalent and partial drawing of the medium term syndicated credit facility.

■ **Financial Situation on September 30, 2008**

On September 30, 2008, the Groupe's net debt amounted to EUR 255 million less than on September 30, 2007, at EUR 1,245 million. This takes into account EUR 181 million of share buybacks (net of disposals) since the beginning of 2008.

Average net debt on the first nine months of 2008 stood at EUR 1,115 million. At constant exchange rates this represented a reduction of EUR 178 million compared with that of September 30, 2007.

At September 30, 2008, the accumulated liquidity at Publicis Groupe's disposal remained satisfactory, having reached 2.2 billion dollars (1.9 billion excluding uncommitted facilities).

OUTLOOK

The numbers for the first nine months of 2008 confirm the relevance of our strategic choices. Our digital businesses and our investments in high growth economies are continuing to sustain our growth in an economic environment that has become harsher as the worsening financial crisis impacts the real economy.

In this context where growth will essentially come from digital and emerging markets, Publicis Groupe should improve its position against its main competitors.

The Groupe will concentrate its efforts at the end of 2008 and over 2009 on gaining market share and protecting its margins, and Publicis Groupe will pay very close attention to its cost structure and to accelerating the optimization operations of its management tools (shared service centers, ERP, communications, purchase policies etc.).



Publicis Groupe (Euronext Paris: FR0000130577) is the world's fourth largest communications group. It also ranks as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals.

The Groupe offers local and international clients a complete range of communication services, from advertising, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services (SAMS) offering healthcare communications, corporate and financial communications, public relations, CRM and direct marketing, event communications, sports marketing and multicultural communications.

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Appendix
New Business
3rd Quarter 2008

3.7 billion USD (net)

Leo Burnett:

PAAT (Australia), Aviva Insurance (Taiwan), AXA (Spain), AXN – Sony (Italy), Baltimor (Russia), Borges & Almeida (Venezuela), Carlsberg (Israel), Carrefour Telecom (Taiwan), China Mobile (Greater China), COI Department of Work and Pensions (United-Kingdom), Coke (United States), Comitato Moda (Italy), Confitecol (Latin America), Eidos – software game (United-Kingdom), Ferreti Group (Italy), GMR Sports Pvt Ltd (India), Heineken (Hong-Kong), Home Retail Group (United-Kingdom), Hongguo (China), IKEA (Poland), Ind. Alimenticas Corralito (Venezuela), ING Direct (Italy), ING Insurance (Malaysia), Intesa (Italy), ISPA (United States), Kellogg's – Special K (Germany), Kuwait Telecom Company (Kuwait), Leumi Card (Israel), Mayfair (Morocco), McDonald's (United-Kingdom), Night Fever (France), Norumbi Shopping (Brazil), Oracle (Italy), P&G Clearblue (Italy), P&G – Dash (Germany), Phoenix (Israel), Q House Real Estate (Thailand), SAB Miller (United-Kingdom), SAMS Club (Brazil), Samsung – B2C (Global), Sberbank (Russia), Sino Diamond Outlander (Taiwan), Tommy's Children's Charity (United-Kingdom), Veinsa – Mitsubishi (Latin America), Waitrose (France)

Publicis:

AXA (New Zealand), Citibank (Brazil), COI EWDC EYPS (UK), Constellation Europe – Kumala (UK), Garnier Fructis (Canada), HP (Europe et Moyen-Orient), LG Electronics (Italy), Lion Nathan (Australia), Manpower (France), New World (China), Sandisk (USA), Slendertone (United-Kingdom), Pernod Ricard (Glenlivet) (France), PMU (France), Trugreen (USA), Two Way Gaming Ltd (UK), Virgin (Australia), Yoplait (France)

Saatchi & Saatchi:

Alpitour travel agency (Italy), Amplifon (Italy), APACS (United-Kingdom), ArcelorMittal (United-Kingdom), Asia Five Nations (Hong Kong), Atlantis (United-Kingdom), Australia - Dept of the Prime Minister & Cabinet (Australia), AXA (United-Kingdom), Banca Fideuram (Intesa S. Paolo Group) (Italy), Cadbury (Multiregional – SSF Group), Comedy Central TV Chanel (Italy), Energy Policy and Planning Office (OPPO) (Thailand), Fresh Retail Ventures/Jamie Oliver (United-Kingdom), GDF Suez (France/Global), Guinness (United-Kingdom), Kerzner Group (United-Kingdom & United Arab Emirates), Miller Chill (United States), Mondadori (Italy), Oesterreichisches Verkehrsbuero (Austria), ParalympicsGB (United-Kingdom), Pillsbury – Green Giant Soup (United-Kingdom), Pinko - Skelanimals (Italy), Sanyo Electronics (New Zealand), Senior's Money (Canada), Singapour Navy (Singapore), MengNiu (China), Videocon (India), Volvo (Germany), Wal-Mart (United States), WellPoint (United States)

**Starcom MediaVest Group:**

Avon Cosmetics (Colombia), Bank of America (United States), Bauer (United-Kingdom), Cadbury (France), Coca-Cola (Asia Pacific), Emirates (United-Kingdom), Emirates (France), E-on (Italy), Farmatodo (Colombia), Heineken (République Tchèque), Inbev (Roumania), Samsung (Enero'08) (Argentina), Samsung (South Africa & Taiwan), Samsung (United Arab Emirates), Snieszka (Roumania), Strauss (Roumania), Unibet (Sweden), Visit Britain (Netherlands), Wisconsin Milk (United States), Wyeth (Mexico)

ZenithOptimedia:

2XL (United Arab Emirates), Aerogal (Ecuador), Al Majid Motors (United Arab Emirates), Ali & Sons (United Arab Emirates), AMVIX (Greece), Aspial-Lee Hwa (Singapore), Aston Martin (United-Kingdom), Banyan Tree Hotels & Resorts Pte Ltd (Singapore), Barclay's (Spain), Berker Mama (Turkey), Bob-Mobile (Greece), Bratz (Spain), Cadbury Wedel (Poland), Campofrio (Spain), Chicco (Spain), Collective Brands, Inc. (United States), Contender Entertainment Group (United-Kingdom), Control (Spain), DASK (Turkey), Darden Restaurants (United States), Disneyland Resorts Paris (International), Doğuş Tea (Turkey), Dopod (Greater China), Dominos Pizza (Turkey), Dubai Investments (United Arab Emirates), European Lease Fund (Pologne), Evyap (Turkey), FHB (Hungary), Galata Town (Turkey), Godfrey's (Australia), Goldas (Turkey), Guangzhou Mobile (China), Hertz (International), Honda (United Arab Emirates), Hyundai (China), James Boags (Australia), Jazeera Children's Channel (United Arab Emirates), Kervan (Turkey), Kiler (Turkey), Kilim (Turkey), Lamoijan, Inc. (Philippines), Lievitalia (Italy), Lila Kağit (Turkey), L'Oréal - Media Buying (France), Marks & Spencer (China), Masvision (Spain), Mega Brands (United-Kingdom), Ministère de l'Agriculture (Poland), Ministerul Mediului (Romania), Multiopicas (Spain), O2 Digital (United-Kingdom), Opfermann (Germany), Panasonic (United Arab Emirates), Orkla Foods (Romania), Panasonic (New Zealand), Pertamina Pas (Indonesia), PGA (Greece), Poltronesofa (Italy), Posta Romana (Romania), Qijing Mobile (China), Schering Plough (United-Kingdom), Swarovski Special Store (China), Tadiran Carrier (Israel), Telepizza (Spain), Typhoo (United-Kingdom), Ubisoft (United States), Viajes Iberia (Spain), Warner Music Group (United-Kingdom), WWF (United-Kingdom), Wyeth (China), Zhuhai Mobile (China)

Publicis Healthcare Communications Group (PHCG):

GTx / Acadopene -- Medicus (United States), Solvay/Zolip (United States), Sanofi-Aventis/Multag – Saatchi & Saatchi Consumer Health and Wellness (United States), UCB/brivaracetam - Medicus (United States), Auxilium/Testim - Medicus (United States)

Publicis Public Relations and Corporate Communications Group (PRCC):

Alcan Engineered Products (France), AXA (France, The Netherlands), Bouygues (France), Bureau Veritas (France), Caisse des Dépôts (France), EBSCO (United States), EU-China (Europe / China), GDF SUEZ (France), Groupama (France), Jardiland (France), Ministère de l'Ecologie, de l'Energie, du Développement durable et de l'Aménagement du territoire - Direction régionale Ile de France (France), Ministère de l'Economie et du Travail (France), Moer Dijk Region (The Netherlands), Morgan (France), Rio Tinto (Europe - 0,2), Saison Culturelle (France), Theolia (France)



Digitas:

Delta (Global), Hindustan Petroleum Corporation Ltd (India), Samsung (Global), Total (France), Quick (France)

Fallon:

BoConcept (Asia), DeLonghi (Asia), Diners Club (Asia), Kerry Foods (United Kingdom), Herman Miller (Asia), Rock Corps (United Kingdom), Sony Playstation (Sony Japan), Old Parr Scotch (Diageo Moet Hennessy) (Asia), Orange Gold Spots (United Kingdom), Cheestrings ATL and Cheestrings Digital (United Kingdom)

Kaplan Thaler Group (United States):

Aflac (United States), Lunesta (United States)



Q1 2008 Press Releases:

- 10/01/08 Marcel Bleustein Blanchet – First Frenchman inducted into the American Advertising Hall of Fame
- 18/01/08 Maurice Lévy honored by the American Anti-Defamation League's 2008 Award
- 22/01/08 Collaboration between Google and Publicis Groupe
- 31/01/08 Acquisition of Act Now in the USA
- 07/02/08 Publicis Groupe acquires La Vie est Belle
- 14/02/08 Publicis Groupe annual results 2007
- 13/03/08 Buy-back and cancellation of 8 million shares
- 26/03/08 Digitas launches Solutions | Digitas in India and Singapore
- 09/04/08 Maurice Levy says Global Advertising Industry faces bright future, but must adapt to Unprecedented Changes in Media Landscape
- 24/04/08 Richard Attias to Step Down John Rossant to become Executive Chairman, Anthony Gazagne to become Managing Director
- 29/04/08 Publicis Groupe files its 2007 Registration Document
- 22/05/08 Publicis groupe acquires Emporioasia, leading digital agency in china
- 03/06/08 Publicis Groupe Annual General Meeting of Shareholders - Dividend set at 0.60 euro per share
- 17/06/08 Redemption of bonds convertible into new shares and/or exchangeable into existing shares
- 19/06/08 Publicis Groupe in Strategic Joint Venture in China - Launches Saatchi & Saatchi Energy Source Integrated Interactive Solutions
- 24/06/08 Publicis Groupe in No. 2 Position at Cannes: 101 Lions
- 25/06/08 Publicis Groupe Creates First Open-Source Audience On Demand Network
- 25/06/08 Publicis Groupe Launches VivaKi - A New Growth Engine for the New Media and Digital Environment
- 25/06/08 Publicis groupe and Yahoo! Unveil broad technology initiatives to drive greater advertiser effectiveness and consumer engagement online and on-the-go
- 27/06/08 Notice to the Holders of Bonds Convertible into New Shares and/or exchangeable into Existing Shares
- 30/06/08 Results for the First Half of 2008
- 02/07/08 Publicis Groupe Acquires Kekst and Company, Incorporated World's Premier Strategic and Financial Public Relations Firm
- 22/07/08 Publicis Groupe Acquires Portfolio - Leading South Korean Full Service Digital Marketing Agency
- 24/07/08 2008 First Half Results - Good performance in terms of growth, margins and New Business
- 25/07/08 John Farrell resigns as President & CEO of Publicis Groupe SAMS worldwide
- 29/07/08 Jean-Yves Naouri to oversee Publicis Healthcare Communications Group (PHCG)
- 06/08/08 Publicis Groupe to Acquire Performics Search Marketing Business
- 13/08/08 Publicis Groupe files its First Half Financial Report
- 03/09/08 Publicis Groupe Acquires PBJs, leading Interactive Marketing and Events Agency
- 08/09/08 Publicis Groupe and Taschen announce the launch of a history of advertising by Stéphane Pincas and Marc Loiseau



- 10/09/08 Publicis groupe completes acquisition of performics search marketing business
- 11/09/08 Performics' Nick Beil and ZenithOptimedia's Fred Joseph Join VivaKi Nerve Center Executive Team
- 22/09/08 Robert Namias joins Publicis Groupe

For further information: www.publicisgroupe.com