



PUBLICIS GROUPE

PRESS RELEASE

Paris, October 27, 2009

September 30, 2009 revenue

First 9 months of 2009:

- Revenue: EUR 3.256 billion
- Revenue growth (as published): -2.3%
- Organic growth: -6.9%
- Net New Business: USD 4.8 billion

Q3 2009:

- Revenue: EUR 1.047 billion
- Revenue growth (as published): -5.3%
- Organic growth: -7.4%

« As announced, the advertising market reached its lowest point during last summer. After a fall superior to 13% at the end of June, forecasts now show a decrease by an average 10% for the full year.

During the second quarter, revenue for Publicis Groupe showed a regular decrease, exceeding a negative 10% in June. As previously predicted, July, August and September show improvement. Therefore, 3rd quarter posts an organic growth negative by 7.4% when it was negative by 8.6% for the second quarter.

New Business has been particularly active during the first nine months and Publicis Groupe continues to be ranked first with net wins totalling close to 5 billion US dollars.

Organic growth performances exceeding our peers' and market share gains: this is the result of our teams' excellent performances backed by an offer well adapted to the needs of our clients, particularly in digital. As for digital, we have further strengthened our operations through the acquisition of Razorfish which is being integrated according to our plans and which should be EPS accretive starting as soon as in 2011.

In 2010, our share in digital should exceed 25% of our revenue. The advertising market is starting its recovery which will be slow and progressive. First positive growth numbers should be established during the second half of 2010. Publicis Groupe should continue to outperform the market.”

Maurice Lévy, Chairman and Chief Executive Officer of Publicis Groupe

3rd quarter of 2009

■ 3rd quarter 2009 business activity

As expected, the third quarter improved compared to the second quarter 2009, the lowest point of the market having probably been hit during the summer. For Publicis Groupe the bottom was reached in June. One can assume that the regular deterioration of the market has stopped and that a slow and progressive recovery is under way.

■ Revenue in the 3rd quarter of 2009

Consolidated revenue in the third quarter of 2009 was 1,047 million euro, down 5.3% compared to the third quarter of 2008, while organic growth decreased by 7.4%.

Breakdown of 3rd quarter revenue by geographic area

<i>(in millions of euros)</i>	Revenue		Organic Growth
	Q3 2009	Q3 2008	2009 vs 2008
Europe	359	411	-9.5%
North America	488	481	-5.3%
Asia-Pacific	114	124	-12.4%
Latin America	58	62	-3.1%
Africa & Middle East	28	27	-0.2%
Total	1,047	1,105	-7.4%

Europe: If worsening market conditions affected every country in Europe, good performance of Publicis Worldwide in France and the Group's media buying agencies in Western Europe and Poland deserve to be highlighted. All activities in the United Kingdom and Southern Europe show sharply declining numbers.

North America: The positive trend in healthcare and digital communications partially offset the decline in all other areas. A decrease of organic growth of 5.3% for North America represents a strong performance.

Asia-Pacific: The markedly negative growth rate in the region reflects a contrasted situation with on the one hand, some mature economies severely hit, and on the other hand, China remaining promising.

Latin America: Organic growth in the region has been mostly generated by Argentina, Venezuela and Colombia. The good performance achieved by PWW and Saatchi & Saatchi in Brazil are also noteworthy.

Africa and Middle East: As elsewhere, growth declined, but to a lesser extent and revenue, thanks to Leo Burnett, the Group's media business and the growth of VivaKi remained stable.

Publicis Groupe at September 30, 2009

■ Revenue at September 30, 2009

Consolidated revenue in the first nine months of 2009 was 3,256 million euro, down by 2.3% from the 3,332 million reported in 2008.

PHCG (Healthcare activities) showed improvement, almost stable compared to the previous year thanks to PMD (Personal Message Delivery). Events and Public Relations show a very severe decline. A reorganization program has been initiated to ensure the relaunch of these activities as soon as the market takes off again.

With the advertising market contracting by roughly 13% according to current estimates, organic growth contraction for Publicis Groupe was limited to 6.9%. This figure is attributable to the overall economic environment, was amplified by the Chapter 11 process at General Motors. Decline was limited thanks to the 5.5% organic growth achieved in digital communications.

■ Revenue breakdown by geographic area at September 30, 2009, year-on-year:

<i>(in millions of euros)</i>	Revenue		Organic Growth
	September 30, 2009	September 30, 2008	2009 vs 2008
Europe	1,096	1,284	-10.9%
North America	1,549	1,423	-4.2%
Asia-Pacific	352	367	-9.6%
Latin America	167	174	-0.3%
Africa & Middle East	92	84	+0.3%
Total	3,256	3,332	-6.9%

It should be emphasized that in the first nine months of 2009, digital communications accounted for 21.3% of Groupe's consolidated revenue, up from 18.5% in the prior-year period (at 2009 exchange rate). Likewise, emerging markets generated 22.1% of total revenue in the first nine months, compared with 21.7% for the same period of 2008 (at 2009 exchange rate).

■ Highlights in the first nine months of the year

▪ New Business: 4.8 billion dollars

New Business at 4.8 billion dollars in the first nine months of the year, remain very satisfactory, Publicis Groupe being ranked number one worldwide by Nomura. This amount, net of account losses, compares with the 3.7 billion dollar reported in the first nine months of 2008.

In the third quarter alone the following wins are worth noting:

ABInbev-Becks (U.S.A), Barrat (U.S.A), Bristol Myers Squibb (U.S.A.), Cadbury (U.K.), Carrefour (Brazil), Fiat (Brazil), Huiyjan Juices (China), Kerry Foods (U.K.), RBS (U.S.A), Telefónica (Latin America) Wendy's (U.S.A, Canada) and Wing Tai Holdings (Singapore).

▪ External growth and strategic initiatives

Several major strategic initiatives took place during the first half of the year. Chief among them were the cooperation agreements signed with Microsoft on June 25th 2009, and the acquisition of Razorfish, the world's second largest interactive marketing agency and a Microsoft subsidiary. The Razorfish transaction closed on October 13th and will be consolidated as of that date. The total consideration for the transaction amounted to 369 million euros through delivery of 6.5 million shares and the balance in cash. With this acquisition, Publicis Groupe strengthens its leading position in digital communications, gains additional digital capabilities and enriches the Group's portfolio with blue chip clients. The integration process is rolling out following a precise plan, should bring 13 million dollars of cost savings making the acquisition accretive as of 2011.

▪ Financial situation at September 30, 2009

At September 30, 2009, net debt is 789 million euro, a 456 million-euro decrease year-on-year.

Average net debt for the first nine months of 2009 is 961 million euro.

At comparable exchange rates, net debt stands 112 million euro lower than at September 30, 2008.

At September 30, 2009, Publicis Groupe has very satisfactory liquidity, with 3.6 billion euro available (3.4 billion excluding uncommitted facilities).

OUTLOOK

Outlook

Taking into account the sharp decrease of the advertising market, numbers booked by Publicis Groupe represent a good relative performance. The Groupe's organic growth in the 3rd quarter signals the end of the continuous deterioration that has been observed month after month since the summer of 2008.

Although overall visibility is low and there is still considerable uncertainty about the state of the economy, Publicis Groupe confirms a gradual recovery with, however, a few more negative quarters and a return to growth likely to occur around the middle of 2010. During this upcoming period, Publicis Groupe anticipates a better performance than the market and will maintain its cost reduction actions.

Publicis Groupe's financial position remains very satisfactory, with strong liquidity and an expected decrease of the average net debt.

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About Publicis Groupe

Publicis Groupe [Euronext Paris: FR0000130577] is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media agency, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 43,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas and Razorfish. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Razorfish, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and Marketing Services offer healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications. Web site: www.publicisgroupe.com

"Certain statements in this report, apart from historical facts, may constitute forward-looking statements or unaudited financial forecasts. These forward-looking statements involve certain risks and uncertainties and may prove to be materially different from actual future results. All forward-looking statements are expectations as of the date of this report, and Publicis Groupe undertakes no obligation to update them for new events or for any other reason except as required by law. Publicis Groupe encourages you to study carefully all information concerning factors that may impact its business, as described in the Reference Document filed with the French market authority (Autorité des Marchés Financiers)."

Appendix

New Business 2009

USD 4.8 billion (net)

Key New Business Wins

DIGITAS

Total (France), TGI Friday's (United States), Whirpool (Brazil), Carrefour (Brazil)

FALLON

The Auteurs (United Kingdom), Kerry Foods (United Kingdom), Burton's Foods (United Kingdom), Unilever (United Kingdom), Cadbury (UK), Innocent (UK), Oxfam International (UK), Comic Relief (UK), The BBC – Olympics 2012 coverage (UK)

LEO BURNETT

Caltex *oil* (Australia), Carrefour (Colombia), MCYS *Government Social Awareness* (Singapore), MillerCoors (United States), Turkcell *telecom* (Turkey), Wellatone-P&G (Russia), Falabella *department store* (Colombia), TVO *television channel* (Canada), Alfa *telecommunications* (Libya), Tourism Board (Singapore), Movistar (Colombia), Telkomsel *mobile telecom* (Indonesia), Herbapol *food* (Poland), BMW (China), Ajisen Ramen (China), Alpina (Columbia), Zeebo *Toys* (Mexico), Shop Direct Littlewoods.com (UK), Fiat (Brazil), Heinz (Mexico), Sportsbet (Australia), Thailand Business Coalition on Aids

PUBLICIS WORLDWIDE

Alitalia (Italy), Carrefour (France/International), Procter & Gamble *Crest* (United Kingdom), Vichy (United Kingdom), Wrigley (China), Zurich Connect (Switzerland), Century 21 (France), BNP Paribas-Fortis (Belgium), Pernod-Ricard (United Kingdom), Swatch (Brazil), Nestlé (Brazil), ABInBev - Beck's (USA), Barratt (USA), RBS (United States), BMW (Singapore), The Children's workforce Development Council (UK)

PUBLICIS CONSULTANTS

Biscuit LeClerc (United States), Carrefour (France), City of The Hague (Netherlands), Diageo (United Kingdom), FIMF *online banking services* (Germany), Lactalis *dairy products* (Italy), Ministry of Agriculture (Netherlands), Ministry of Economy, Industry and Employment (France), Roman Meal (United States), Sanofi-aventis (Germany), Multaq *Pharmaceuticals* (USA), Mead Johnson (USA), French Hospitals Foundation, Shell (Germany), Ministry of Interior (The Netherlands)

PUBLICIS HEALTHCARE COMMUNICATIONS GROUP (PHCG)

Sanofi-aventis (Aplenzin-United States), Biogen-Idec *neurology* (United States), Durex (United States)

SAATCHI & SAATCHI

BingoLotto (United Kingdom), House of Travel (New Zealand), Invalidity Insurance (Switzerland), LMG International *auto insurance* (Thailand), Panasonic (Indonesia), RTA/Dubai Metro Launch (United Arab Emirates), Suning *household electrical appliances* (China), Tsingtao *beer* (China), Midea *household electrical appliances* (China), Cadbury Dairy Milk (Australia/New Zealand), MillerCoors-Miller Genuine Draft, Keystone, NGD 64 *beer* (United States), HP (Switzerland/EMEA), San Miguel (UK), Siemens (China), Amway-Nutriline (China), Maxima (India), Kerry Foods (UK), Wei Chuan (Taiwan), Huiyuan Juices (China), Oak Pacific Interactive-www.renrens.cn (China), Asia games & China Football Club (China), Lion Nathan- Hahn Super Dry (Australia), Sara Lee/Douwe Egberts - Senseo (Belgium/Europe), Häagen-Dazs (France), EurosportBet (France), Vivesco (Germany), Postel (Italy)

STARCOM MEDIAVEST GROUP

Alfa *telecommunications* (Libya), Capital One (United Kingdom), Cervceria Nacional (Panama), Heinz (Mexico), Honda (Spain), Kraft Foods (United Arab Emirates), Metro Group (Poland), PTC *telecommunications* (Poland), PZU *financial services* (Poland), Schering Plough *Claritin* (Hungary), CNAMTS *health insurance* (France), Supermercados Plaza's (Venezuela), Bupa International *health insurance* (United Kingdom), British Gas (United Kingdom), Comcast (United States), An Post *postal service* (Ireland), National Foods / Dairy Farmers (Australia), Wrigley *food* (United States), TGI Friday's (United States), Adevarul Holding *media* (Romania), Abbott Healthcare (India), Baguepi *food* (France), MEDEF (France), Telefonica (Latin America), Autoglass (United Kingdom), Bristol-Myers Squibb (United States), World Gold Council (United Arab Emirates)

THE KAPLAN THALER GROUP

Wendy's (United States, Canada)

ZENITHOPTIMEDIA

Al-Bandar Group *multibrand shop* (Saudi Arabia), Nestlé (Netherlands), Si.mobil Vodafone (Slovenia), Jenny Craig (United States), Ubank (Australia), Jamena Gas Networks (Australia), China Mobile (China), T38/40 *weight-loss product* (Portugal), MTV (United Kingdom), Panasonic (Indonesia), Turismo de Valencia (Spain), Haberturk *newspaper* (Turkey), British Airways (United Kingdom), Kang Yuan *pharmaceutical products* (China), Parques Reunidos *amusement parks* (Spain), Sanofi-aventis (Ukraine), Madrid 2016 (Spain), ICO *public institute for loans and financing* (Spain), Tourism of Cataluña (Spain), 118118 (United Kingdom), JP Morgan (United States), TCL *electronic components* (China), Videocon Group *telecommunications* (India), Ministry of Community Development, Youth and Sports (Singapore), Travel Channel (Germany), Charles Vögele *garment industry* (Germany), JKP *music production* (Germany), Ministry of Agriculture and Rural Development (Poland), LIDL *supermarkets* (Spain), Saxo Bank (Switzerland), Gucci Group (United States), Perfetti Van Melle *confectioner* (China), Red Bull (China), Mars (China), Hyundai (Czech Republic), Roads and Transport Authority (United Arab Emirates), Red.Es *Public institution, entity for the ministry of industry, tourism, and commerce* (Spain), Dairy Queen *food* (United States), Mortgage Choice (Australia), Marriott (Asia-Pacific), Wearnes Automotive (Singapore), Gamina *digital* (Taiwan), l'Oréal (Thailand), Turismo del Pais Vasco (Spain), Pringle of Scotland *Clothing* (International), Georgia Pacific (Spain), WingTai *Fashion* (Singapore), Unitech Wireless (India)

2009 Press Releases

- 01/08/09 Mathias Emmerich is appointed Senior Vice President of Publicis Groupe
- 01/14/09 Philippe Lentschener leaves Publicis Groupe
- 02/04/09 Isabelle Simon joins Publicis Groupe as Senior Vice President
- 02/11/09 Annual results 2008
- 02/12/09 Publicis announces that it has repurchased a portion of its OCEANEs maturing on January, 18, 2018, and is offering to purchase the remaining OCEANEs for a price of EUR42.5724 per bond
- 02/20/09 Results of the standing purchase offer of OCEANEs maturing on January 18, 2018
- 03/11/09 Publicis Groupe involves its employees in Group growth
- 03/24/09 136 Publicis key executives invest strongly in the Group
- 04/15/09 Publicis Groupe pursues its global digital expansion, acquires Nemos, Swiss leader in multimedia and flash programming
- 04/16/09 Publicis Groupe won HP personal systems group pan-European advertising and digital communications
- 04/30/09 Eric Giully leaves Publicis Consultants | Worldwide
- 05/11/09 Appointments at Publicis Groupe

- 05/19/09 Publicis Groupe acquires the Publicis MARC Group, strengthens holistic offer in the Balkan region
- 05/20/09 Publicis Groupe grants 50 free shares to each employee in France
- 06/04/09 Publicis Groupe – General Motors
- 06/09/09 Publicis Groupe annual general shareholders' meeting, dividend set at 0.60 euros per share
- 06/16/09 Publicis Groupe announces the offering of convertible bonds
- 06/16/09 Publicis Groupe issue of convertible bonds (OCEANEs) in the amount of 625 million euros – Final terms for the OCEANE 2014
- 06/17/09 Publicis Groupe issue of convertible bonds (OCEANEs) in the amount of 625 million euros – Granting of the AMF visa
- 06/19/09 Publicis Groupe issue of convertible bonds (OCEANEs) – Exercise of the over-allotment (greenshoe) option for the issue of approximately 625 million euros increased to approximately 719 million euros
- 06/25/09 Microsoft Corporation and Publicis Groupe announce broad strategic agreement
- 06/30/09 Publicis Groupe, second most awarded group in Cannes, with a total of 101 Lions
- 07/09/09 Publicis Groupe to receive the 2009 Global Equity Organization award for the most innovative and creative plan design for its employee stock plan
- 13/07/09 Publication date for half-year results
- 22/07/09 GM
- 23/07/09 Half-year 2009 results
- 09/08/09 Publicis Groupe to Acquire Razorfish from Microsoft Corporation
- 01/09/09 Publicis Groupe Announces Acquisition Agreement of Unilever C.R.M. Program “Pour Tout Vous Dire”
- 03/09/09 Women's Forum for Economy and Society Joins Publicis Groupe
- 22/09/09 Publicis Groupe Phonevalley Collaborates With Microsoft Mobile Advertising on Custom Mobile
- 14/10/09 Acquisition of Razorfish Closed

For further information: www.publicisgroupe.com