



PUBLICIS GROUPE

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PRESS RELEASE

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**Publicis reminds investors of the timetable and
procedure for exercising the new investor put option
of its OCEANE 2018**

Publicis Groupe S.A. ("Publicis") reminds bondholders of the timetable and procedures for the exercise of the additional early redemption option (the "New Investor Put Option") in respect of its €689,999,997.15 1.00 per cent. OCEANE due 2018 convertible into new shares and/or exchangeable for existing shares of Publicis (ISIN: FR0000180127) (the "OCEANE 2018").

The New Investor Put Option is exercisable until 2nd February 2005 (inclusive) for an early redemption on 10th February 2005. The early redemption price (the "Premium Redemption Price") is €42.25.

Publicis has no intention to extend the Exercise Period or increase the Premium Redemption Price.

Each bondholder wishing to have all or part of its OCEANE 2018 redeemed early by exercising such option must advise by 2nd February 2005 the financial intermediary ("intermédiaire financier habilité") with which its securities are held and such financial intermediary will forward such request to the Fiscal Agent, BNP Paribas Securities Services (see contact details below). Once validly presented by a bondholder to the relevant financial intermediary, the early redemption request will be irrevocable and Publicis will be bound to redeem all the OCEANE 2018 included in each request so forwarded to the Fiscal Agent.

This early redemption option cannot be exercised from the United States of America.



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Barclays Capital and BNP Paribas are acting as global co-ordinators and advisors to Publicis in respect of this transaction.

Fiscal Agent: BNP Paribas Securities Services S.A., Immeuble Tolbiac, 25 quai Panhard et Levassor, 75013 Paris, France, attention Service aux Emetteurs – Coupons Domiciliés (tel: + 33 1 55 77 95 41 or 95 52).

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Publicis Groupe (Euronext Paris: FR0000130577 and member of the CAC40 Index - NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. Its activities span 109 countries on six continents.

Groupe activities cover **advertising**, through three autonomous global advertising networks: Leo Burnett Worldwide, Publicis Worldwide, Saatchi & Saatchi Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned ; **media consultancy and buying** through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and **marketing services** and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

Web sites: www.publicis.com and www.finance.publicis.com

This announcement may not be published, distributed or circulated in the United States. The early redemption option will not be exercisable from the United States. This announcement is not an offer to purchase securities in the United States or solicitation of an order to sell securities in the United States or in any other jurisdiction where such offer or solicitation would be illegal.