



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE ACQUIRES MAJORITY STAKE IN ONE OF TURKEY'S TOP COMMUNICATIONS GROUPS

Paris - 6 June 2006 - Publicis Groupe has finalized the acquisition of a majority stake in the Turkish communications and advertising companies Yorum, Allmedia, Bold and Zone. This initiative brings some of Turkey's most creative and dynamic agencies to the Publicis network. The move also extends the Publicis Groupe presence in Turkey, which already includes Publicis Graphics, Leo Burnett, Starcom, Arc, MS&L and the brands ZenithOptimedia and Saatchi & Saatchi, through their affiliate Guzel Sanatlar.

In advertising, Publicis and Yorum have been working together since 1992. Renault, a long-time client of Publicis, has been a client of Yorum since the agency's creation in 1981. Yorum, with 63 employees, has a range of other prominent Turkish and international clients including Akbank, Coca-Cola, D&R, Garnier, Group SEB (*Krups, Moulinex, Rowenta, Tefal*), Karper, Nestlé, Superonline, THY and Whirlpool. The creative talent at Yorum has been recognized at a number of advertising festivals and regional competitions such as Kristal Elma and Kirmizi.

Allmedia, created in 2002 and specialized in media buying and planning, will integrate its activities with Starcom MediaVest to create Starcom Allmedia with 61 employees in total. Allmedia services a number of prestigious clients including the Belgian Fortis, the Korean and Hungarian automakers Hyundai and Skoda, Kellogg's, Allied Domecq/Pernod Ricard, THY, British Airlines, Avon, Aksigorta and Teknosa of the Sabanci group as well as Ulker, the Turkish food manufacturer. Bold, founded in 2004 and specialized in direct communication, will become part of the Publicis Dialog network; and Zone, a consultancy and PR agency created in 2005 will become part of the Publicis Consultants network. All four companies, and their 155 professionals, will be led by Osman Uslu, founder and Chairman of their Boards. Each of these agencies will continue to develop and widen its activities with the support of Publicis.

With a population of more than 70 million, Turkey has one of the most dynamic and promising new advertising markets in the world. Since 2001, Turkey has seen its advertising market grow by an average of 36% per year, reaching 1.8 billion € in 2005.* The four companies saw growth of 161% over the last three years, figures that comfortably position them above the sector's average.

Maurice Lévy, Chairman and CEO of Publicis Groupe, said: "Turkey is a very important country for us. Its rapidly growing economy holds considerable potential. Our presence in Turkey already includes a number of agencies such as Publicis Graphics, Leo Burnett,

* Source ZenithOptimedia



MS&L and Arc, in addition to other affiliates or partnerships. For nearly fifteen years, Yorum has been working closely with Publicis. We are taking an important step today working with teams and management that we trust, who have proven themselves by developing a real group, covering all activities of communications. For the two partners, this is an important step that allows us to take on the future with ambition."

Osman Uslu, CEO and Chairman of the group of companies, added: "After 15 years of collaboration with Publicis, this solid relationship has now been formalized. We are very excited about joining the Publicis family. Yorum, Allmedia, Bold and Zone are all proud to be able to partner with the European leader in advertising and communications and the 4th largest in the world. This is a very important move for us and will certainly allow us to reinforce our international dimension and our capabilities to better serve our clients."

Bertrand Siguier, Executive Vice-President of Publicis stated: "We have worked closely with our partners at Yorum and Allmedia for years on a large number of global clients. With Turkey's dynamic economy, our new stronger partnership is also a great step for our network as well as our clients."

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Publicis

With a presence in 83 countries, Publicis is one of three worldwide advertising networks of Publicis Groupe, ranked the largest communications group in Europe and the fourth in the world. Publicis is positioned with a very specific and unique approach: La Holistic Différence.

Yorum, Allmedia, Bold and Zone

All four companies were founded by Turkish entrepreneur Osman Uslu: Yorum, advertising; Bold, direct communications; Zone, consultancy; and Allmedia, media planning and buying.

Created in 1981, Yorum prides itself on its powerful strategies and holistic creative solutions. Yorum has a range of prominent Turkish and international clients. Its creative talent has been recognized at a number of advertising festivals, and local competitions such as Kristal Elma and Kirmizi. Allmedia serves a number of prestigious national and international accounts and its creative approach collected its well-deserved prizes in the 2005 International Golden Drum festival. Bold and Zone were created to broaden the range of services offered to the group's clients. The companies' 155 employees are based in Istanbul.

Publicis Groupe

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 104 countries on five continents.

The Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; 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, event communications, multicultural and healthcare communications.

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

Contacts:

Publicis

Jean Marzloff, Network Director: + 33 (0)1 44 43 71 93

Yorum

Nakiye Boran, Executive Committee Member: + 90 212 336 8602

Publicis Groupe

Eve Magnant, Corporate Communications: + 33 (0)1 44 43 77 70

Pierre Bénaich, Investor Relations: + 33 (0)1 44 43 65 00