



PUBLICIS GROUPE S.A.

PRESS RELEASE

Publicis launches buymundo.com

October 19, 2001- Publicis has just launched **buymundo.com**, an on-line market place for all business publishing needs from paper to printing.

A speedy and efficient business-to-business service, buymundo.com uses web interfaces to bring immediate cost benefits to advertisers and offer suppliers access to a larger, more open market operating on a fully transparent basis. It consolidates the expertise and competitive position of Mundocom, a Publicis Groupe SA subsidiary headed by Serge Perez that offers advertisers a full range of print services.

The buymundo.com system ensures instantaneous circulation of calls for tender to a wide pool of suppliers in France and other parts of Europe. Presented in accordance with ISO standards, these calls serve as a basis for online negotiation and purchasing. The system has been specifically designed by Publicis to cover 90% of advertiser requirements for print materials including brochures, catalogues, newsletters, leaflets, flyers, product descriptions, folders, stickers, letterheads, envelopes, posters, point-of-sale advertising and office supplies.

The prime aim is to enhance buymundo.com clients' purchasing efficiency, offering real savings with top value for money at all times. Benefits are clear for both buyers and suppliers, who gain access to a larger, more open market.



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Maurice Lévy, CEO of Publicis Groupe SA commented: *"I am proud of what Serge Perez and his team have accomplished. As so often in the past, Publicis has demonstrated its capacity to innovate, taking the initiative to put professional expertise to work in meeting the current needs of advertisers and anticipating those of the future. The system is a remarkable success, combining reliability and high security. It means significant savings for our clients and is open to the market as a whole. Following the French launch, we plan to make it available to advertisers in other parts of Europe."*

Mundocom – revenues and customers

A French-based subsidiary of Publicis Groupe SA, Mundocom offers a full range of production services for above- and below-the-line advertising.

Revenues: €13.8 million

Clients include

Allibert, Heineken Breweries, Club Med, EDF, Eveil et Jeux, Galeries Lafayette, Henkel, Krys, Lapeyre-Gme, L'Oreal, Maeva, Magasin vert, Renault, Renault VI, Rowenta, Thomson Multimédia and VédiorBis.

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