



PUBLICIS GROUPE S.A.

## PRESS RELEASE

### **Publicis Groupe SA Ranked First Worldwide In Media Counsel and Buying**

**Paris, June 13, 2002**—A new report ranks Publicis Groupe SA first worldwide in media buying and counsel, an increasingly-important communications market for global advertisers.

The report just issued by the RECMA Institute recognizes Publicis' ascension to the top of the media buying field following the acquisition of Bcom3, bringing with it rapidly-growing Starcom MediaVest Group (SMG). This latest arrival reinforces further Publicis' already-strong position in the media buying field it holds through Zenith Optimedia Group.

The numbers demonstrate Publicis' leap to the top: \$34.4 billion in media buying in 2001, an increase of 7.9% over \$32.3 billion in 2000. This is based on the integration, pro-forma, of Bcom3's contribution.

Maurice Lévy, Chairman and CEO of Publicis Groupe SA, commented, "We knew that our acquisition of Bcom3 would include some of the very top global brands in our field of communications. Starcom MediaVest Group (SMG) is without a doubt one of the true world leaders in media counsel and buying. It adds new thrust to the strong position already held by Zenith Optimedia Group, and so makes Publicis Groupe the world leader in a field that has become critical to our clients' needs. I share in the pride of all of my colleagues who have shown such energy and creativity to make global leadership a reality for the group."

Mr. Lévy continued, "The recognition that we are number one confirms that our strategy is on track; it is to provide our clients with an incomparable offering of communications services across the board, wherever in the world they may need them. With greater competition and increasing globalization faced by our clients, they are now assured of Publicis providing them with all of their media counsel and buying requirements. These include top purchasing power, as well as unmatched geographic coverage, expertise, creativity and resources".



## PUBLICIS GROUPE S.A.

The new RECMA report recognizes Publicis Groupe worldwide leadership in the media field through the following key findings:

- Publicis Groupe SA, number one worldwide, is also number one in the United States.
- The Starcom MediaVest Group (SMG) network, acquired 100% through the Bcom3 merger, is number one in the United States and number three worldwide, with 2001 billings of \$17.34 billion, an increase of 6.3% over 2000.
- Zenith Optimedia Group, owned 75% by Publicis and 25% by Cordiant, is the second-leading media counsel and buying force in Europe and fifth in the world, with billings of \$17.1 billion in 2001, an increase of seven per cent over 2000.

The Zenith Optimedia Group and Starcom MediaVest Group (SMG) networks are managed entirely autonomously. This assures clients total confidentiality and allows the Group to grow in the global media buying market.

At a time when the field of media counsel and buying is becoming more complex, Publicis Groupe SA is best positioned, now as world leader, to offer clients the most professional and effective service.

Publicis' leadership in the field is particularly significant, given the growing strategic importance and added-value to its clients of the increasingly-sophisticated communications tool represented by media counsel and buying.

Through its new position of global leader, Publicis Groupe SA is now best positioned to provide the very highest quality in the field that has become of such strategic importance to its clients.

# # #