



PUBLICIS GROUPE S.A.

## **PRESS RELEASE**

Paris, February 17, 2003

**Fruitful year in Europe for Publicis:**

**Number one in The Netherlands in 2002**

**National and International Creative Awards in Zürich, Switzerland**

### **In the Netherlands**

Publicis, which was created in The Netherlands in the fifties, is today ranked as no. 1 by Adformatie magazine based on 2002 revenues (previously no. 2 in 2001).

The Netherlands remain the “champions of small countries” as they so rightly call themselves, among European communication markets. This can be seen through the resilience of this international market where all major global advertisers are present, such as Renault, L’Oréal, HP and Nestlé, all clients of the Groupe.

During a challenging year, in a country where competition is tough, Publicis in Holland (excluding Bcom3 units) succeeded in sustaining a good level of activity in 2002 and created a solid basis for further growth in the Netherlands.

### **In Switzerland**

According to the Art Directors Club (ADC) Jury in Switzerland, Publicis Zürich outperformed the competition.

This year, Publicis Zürich won 1 in every 4 awards given by the Art Directors Club Switzerland (ADC). The agency, lead by its two creative heads, Markus Gut and Jean-Etienne Aebi, won 48 out of 217 awards: 3 Gold, 9 Silver and 36 Bronze, which puts Publicis Zürich way ahead of its competitors.



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At the same time, Publicis Zürich also won a Silver Medal, a Bronze Medal and a Finalist Certificate at the renowned New York Festival on February 1, 2003.

In parallel, award-winning Pete Watman joined Publicis, bringing with him a gold medal from the New York Festival. He will be Creative Director for the UBS International account.

**Publicis Groupe SA** (Euronext Paris : 13057, NYSE : PUB) is the world's fourth largest communications group, according to AdAge's ranking of April, 2002 as well as world leader in media counsel and buying, according to RECMA's ranking of June, 2002. Its activities span 109 countries on six continents.

Groupe activities cover advertising, marketing services, media counsel and buying, media sales and specialized communications. These include public relations, corporate and financial communications, ethnic and healthcare communications.

Publicis Groupe SA's services are offered through three autonomous global advertising networks : Publicis Worldwide, Saatchi & Saatchi Worldwide, and Leo Burnett Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned, and two global brands in media counsel and buying, Zenith Optimedia Group and Starcom MediaVest Group.

**Web sites:** [www.publicis.com](http://www.publicis.com) and [www.finance.publicis.com](http://www.finance.publicis.com)

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