



PUBLICIS GROUPE

PRESS RELEASE

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Publicis Groupe—3rd quarter 2005

Revenues: € 1001m

Up 7.4%

Organic Growth: +6.2%

New Business:

US\$2.1 billion (€1.7 billion)

Targets Confirmed

Paris, November 2, 2005— Maurice Lévy, Chairman & CEO of Publicis Groupe, comments: “We are understandably pleased with the performance of Publicis Groupe in the third quarter of 2005, coming as it does after an already robust first half.

In New Business, too, we have gone from strength to strength, with recent wins promising a stream of sustained growth in the future.

These achievements, I believe, are the fruit of two key aspects of our own business model. One is the ability to effectively anticipate new developments in media and in advertisers’ needs. The results clearly underscore this. Two, the expertise of our teams and quality of our resources are second to none. This is apparent in the new accounts won in competition with the very best across all geographical regions and in all market segments. We are gaining market share.

In view of these results, I confirm my confidence in prospects for organic growth and profitability announced at the end of July, when we raised our target for organic growth to at least 6% full year and predicted a rise in operating margin compared to 2004. Finally, our talks with rating agencies are now in an active phase and I would remind you that simplification of the balance sheet remains a priority.”



6.2% organic rise in revenues

Business in North America, Asia and Latin America drove organic growth in the third quarter, while Europe made a positive but more modest contribution.

This reflected market share gained at the end of 2004 and at the beginning of this year, with the benefits particularly apparent for media agencies, healthcare communications and advertising.

Net New Business a record US\$2.1 billion

After reaching a record in the first half, New Business remained on a very firm track in the third quarter. Continued pace and the number of new accounts booked again won Publicis Groupe top places in Lehman Brothers (rolling 12 months) and Bear Stearns (YTD) rankings to the end of September.

New accounts booked by Group agencies in the quarter totaled a net US\$ 2.1 billion (€ 1.7 billion) **setting the net total for first nine months at US\$ 8.2 billion**, compared with US\$2.6 billion net in the same period of 2004. Accounts booked in the third quarter included L'Oréal CPD (media - Greater Europe), Richemont (media - Europe and US), Wellpoint (advertising - US), and Fidelity Investment (advertising - Asia). They were followed in October by Gillette (media - worldwide).

Third-quarter highlights

Along with healthy revenues and new accounts, the third quarter was marked by the acquisition of a majority interest in UK public relations agency Freud Communications and its integration into Publicis Public Relations and Corporate Communications Group (PRCC). Finally, Publicis Groupe announced exploratory talks with Aegis in September, then, in October, the fact that no offer would be made at this stage.

Revenues of the Third Quarter of 2005 by Geography

| | In million of euros | Organic Growth |
|---------------|---------------------|----------------|
| Europe | 377 | +2.3% |
| North America | 436 | +7.7% |
| Asia Pacific | 114 | +10.1% |
| Latin America | 50 | +9.6% |
| Rest of World | 24 | +30.4% |
| Total | 1,001 | +6.2% |



Published figures show a 7.4% rise in revenues from the third quarter of 2004, reflecting in particular the effects of foreign currency translation, which had a positive impact for the first time since the first half of 2002. Changes in the scope of consolidation were negligible over the period.

Revenues of the First Nine Months of 2005 by Geography

| | In million of euros | Organic Growth |
|---------------|---------------------|----------------|
| Europe | 1,159 | +3.3% |
| North America | 1,271 | +6.5% |
| Asia Pacific | 310 | +10.3% |
| Latin America | 133 | +9.2% |
| Rest of World | 60 | +22.0% |
| Total | 2,933 | +6.1% |

Published figures show a 5.5% rise in revenues from the same period of 2004.

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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 the world's second largest media counsel and buying group. Its activities span 104 countries on six continents.

Groupe's communication 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 and events, corporate and financial communications, multicultural communications, healthcare communications.

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



Appendix

New Business in the Third Quarter of 2005

Publicis:

Fidelity (Asia) - Playtex/Wonderbra (Europe) - Buena Vista International (Germany) - Petronas Oil (China) - Bohae Breweries (Korea) - Coca-Cola/Vault, MTV, Wellpoint and TUMI (US) - Jardiland (France).

Leo Burnett:

Energy Australia and 7-Eleven (Australia) - Inbev and Office of the Deputy Prime Minister (UK).

Saatchi & Saatchi:

Bacardi/Dewar's (global) - United Overseas Bank (Malaysia, Thailand, Singapore) - P&G/Millstone Coffee and Novartis/Excedrin + Buckley's (US) - Société Générale (France) - Standard Life (UK) - Krung Thai Bank (Thailand).

Other networks and agencies:

- *Fallon*: Vanguard (US).
- *Kaplan Thaler Group*: Outback Steakhouse (US).
- *MS&L* : Sanofi-Synthélabo/Taxotere (ext. - US).
- *Publicis Consultants* : Los Angeles Turf Club (US) - Nestlé France corporate, Dexia corporate and Védior Bis (France).

Starcom MediaVest Group (media consultancy and buying):

AstraZeneca (ext. - US) - CNAMTS and Honda (France) - United Biscuits/Jacob's Bakery and James Villas (UK).

ZenithOptimedia (media consultancy and buying):

Richemont (Europe+US) - L'Oréal CPD (Greater Europe) - KTF Telecom (Korea) - Central Lechera Asturiana (Spain) - Kaleidoscope (UK).

Specialized agencies and marketing services (SAMS):

- *Arc Worldwide*: Chevrolet (Netherlands) - Network Solutions (US).
- *Publicis Healthcare Communications Group*: Bayer/Traylol+Levitra (Canada) - AstraZeneca/Seroquel and other projects (US).

Major accounts lost during the quarter were BMW, Dyson and Morgan Stanley in advertising in the US. No major account was lost in media.