



## PUBLICIS GROUPE

### PRESS RELEASE

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### **Publicis announces the early redemption price of its OCEANE 2018**

Publicis Groupe S.A. ("Publicis") announces today the early redemption price of the additional early redemption option of its €689,999,997.15 1.00 per cent. OCEANE due 2018 convertible into new shares and/or exchangeable for existing shares of Publicis (ISIN: FR0000180127) (the "OCEANE 2018"), as set out in the resolutions approved at the bondholders' meeting held on 20<sup>th</sup> January 2005 (the "Resolutions").

This additional early redemption option is exercisable until 2<sup>nd</sup> February 2005 (included) for an early redemption on 10<sup>th</sup> February 2005.

#### **Premium Redemption Price**

The early redemption price (the "Premium Redemption Price") is €42.25, calculated in accordance with the formula detailed in the Resolutions and in Publicis' press release dated 4<sup>th</sup> January 2005 as follows:

$$\begin{array}{l} \text{Premium} \\ \text{Redemption} \\ \text{Price} \end{array} = \begin{array}{l} \text{Discounted} \\ \text{Value of the} \\ \text{2006 Early} \\ \text{Redemption} \\ \text{Option} \end{array} + \text{€0.75} + 0.15 \times (\text{Reference} \\ \text{Stock Price} - \text{€24.03})$$

The pricing components for determining the Premium Redemption Price in accordance with the above formula are as follows:

**Reference Swap Rate:**

**2.318%**



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<b>Discounted Value of the 2006 Early Redemption Option:</b>	€41.4965
<b>Reference Stock Price:</b>	€23.25

The Reference Stock Price being below €24.03, no adjustment will be made to the Premium Redemption Price to account for variations in the Reference Stock Price.

$$\begin{array}{r} \text{Premium} \\ \text{Redemption} \\ \text{Price} \end{array} = \text{€41.4965} + \text{€0.75} = \text{€42.25}$$

The Premium Redemption Price includes accrued interest for €0.0247.

### **Timetable and procedure**

Any bondholder may request the early redemption of all or part of its OCEANE 2018 between 21<sup>st</sup> January and 2<sup>nd</sup> February 2005 included (the “Exercise Period”) at the Premium Redemption Price of €42.25 for settlement on 10<sup>th</sup> February 2005 (the “Settlement Date”).

Each bondholder wishing to have all or part of its OCEANE 2018 redeemed early by exercising such option must advise during the Exercise Period the financial intermediary (“*intermédiaire financier habilité*”) with which its securities are held and such financial intermediary will forward such request to the Fiscal Agent, BNP Paribas Securities Services (see contact details below). Once validly presented by a bondholder to the relevant financial intermediary, the early redemption request will be irrevocable and Publicis will be bound to redeem all the OCEANE 2018 included in each request so forwarded to the Fiscal Agent.

This early redemption option cannot be exercised from the United States of America.

	<b>2005</b>
Last day of the Exercise Period	2 <sup>nd</sup> February
Settlement date	10 <sup>th</sup> February

Barclays Capital and BNP Paribas are acting as global co-ordinators and advisors to Publicis in respect of this transaction.

Fiscal Agent: BNP Paribas Securities Services S.A., Immeuble Tolbiac, 25 quai Panhard et Levassor, 75013 Paris, France, attention Service aux Emetteurs – Coupons Domiciliés (tel: + 33 1 55 77 95 41 or 95 52).

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## 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 109 countries on six continents.

Groupe 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, corporate and financial communications, multicultural and healthcare communications.

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

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