



29/06/12



Notice of the exercise of early redemption option with respect to the 3.125% Bonds convertible into and/or exchangeable for new or existing Publicis Groupe shares due July 30, 2014

Publicis Groupe SA (ISIN FR0000130577) has decided to exercise its early redemption option with respect to all of its 3.125% Bonds convertible into and/or exchangeable for new or existing Publicis Groupe shares due July 30, 2014 issued on June 24, 2009 (ISIN FR0010771899) and remaining outstanding (the “Bonds”) in accordance with the provisions of section 4.9.3 of the Note d’Opération, included in the Prospectus that received visa n° 09-191 from the “Autorité des marchés financiers” on June 16, 2009.

The early redemption will occur on July 30, 2012 at par value (€27.90) of the Bonds plus interest accrued since the most recent interest payment date (€0.435), representing a total amount of €28.335 per Bond. Interest on the Bonds will cease to accrue as from July 30, 2012.

Bondholders will retain the ability to exercise their conversion/exchange right to receive Publicis Groupe shares (ISIN FR0000130577) up to and including the seventh business day preceding July 30, 2012, ie, July 19, 2012 inclusive, at the ratio of 1.006 shares of Publicis per Bond presented.

Bondholders that exercise their conversion/exchange right to receive Publicis Groupe shares will receive their new or existing Publicis Groupe shares on July 30, 2012. The conversion for new shares or exchange for existing shares will be indifferent to Bondholders since Publicis Groupe shares have been trading ex-dividend since June 27, 2012.

In accordance with the provisions set forth in the Note d’Opération (section 4.17.1(a)), new shares to be issued upon conversion of Bonds will carry dividend rights as from January 1, 2012. Existing shares delivered upon exchange to Bondholders will carry current dividend rights (jouissance courante) (section 4.17.1(b) of the Note d’Opération).

Any Bondholder who has not exercised its conversion/exchange right will receive on July 30, 2012 an amount equal to €28.335 per Bond, which includes accrued interest.

BNP PARIBAS Securities Services, Les Grands Moulins de Pantin, 9 rue du débarcadère 93671, PANTIN, centralizes conversion/exchange requests for Publicis Groupe shares and is the designated financial service provider with respect to the Bonds.

This press release does not constitute an offer of securities in the United States, Italy, the United Kingdom or any other State. No document related to the exercise of the early redemption option can be transmitted, directly or indirectly, (i) to the United States of America, Italy or the United Kingdom, or (ii) to any other country where the exercise of the early redemption option would be illegal or subject to restrictions, or (iii) to persons residing in the United States of America, Italy, the United Kingdom or any such countries.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, part of the CAC 40 index] is the third largest communications group in the world, offering the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe's media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs 54,000 professionals.

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