



PUBLICIS GROUPE

PRESS RELEASE

Paris, May 5, 2004

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PUBLICIS GROUPE 1Q 2004 REVENUES:

- **REVENUES: €866 million (\$1.059 billion)**
- **ORGANIC GROWTH: +4.4%**
- **NEW BUSINESS: €330 million (\$1.015 billion)**

Organic Growth increases by 4.4%

Consolidated revenues for Publicis Groupe in the first quarter of 2004 were 866 million euros, featuring organic growth of 4.4%. This reflected particularly satisfactory growth in North America, in the Asia-Pacific area and in Latin America. At the same time, while the European market did achieve growth as a whole, there continue to be differences among the countries and the European market does not yet show signs of significant recovery.

Overall, the period ended March 31, 2004 is in line with encouraging developments seen in the last quarter of 2003.

Based on published figures, first quarter revenues of 866 million euros were 4.3% under the 905 millions euros reported for the same period in 2003. This is a result of unfavorable exchange rate conversions of 71 million euros, of which 60 million euros alone for conversion of U.S. dollars. There was relatively negligible impact of changes in Groupe scope of consolidation from the same period last year to this year.



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Revenues by geographic region

	In millions of euros	Organic Growth
Europe	350	+1.8%
North America	381	+4.2%
Asia-Pacific	85	+9.1%
Latin America	36	+21%
Rest of world	14	+11.4%
Total	866	+4.4%

Asian growth was notably powered by China (+20.2%), Indonesia (+55%) and by Malaysia (+27.7%). The two principal markets of Latin America, Mexico and Brazil, also achieved growth of about 20%.

Maurice Lévy, Chairman & CEO of Publicis Groupe, commented:

« The numbers for the first quarter of 2004 demonstrate the solid advertising recovery begun in 2003, notably in North America, in Latin America and in Asia, while, at the same time, they also reflect the still hesitant improvement in Europe. I remain entirely confident of prospects for the industry for the current year, and think that the pace will pick up, particularly in Europe during the second part of the year.

As for Publicis Groupe itself, it's particularly satisfying to see what a strong and positive reaction we have gotten as the newest member of the world advertising industry's 'Top Tier' of leading groups. We are seen as providing a unique and refreshing approach that offers advertisers innovative alternatives to 'business as usual'. It's clear that we continue to benefit from our unique strengths and our dynamic marketing, which are allowing us to build success upon success, both with current and new clients. These new and expanded accounts should allow us to achieve our objectives to increase our market share.

At this point, the first indications on our results allow me to confirm our objective of 15% operating margin for the entire year 2004. ».

Continued Strength in Winning New Business

After an excellent year in 2003 in winning new business, Publicis Groupe continued the pace in the first quarter of 2004. The strong new business performance of its different networks generated 830 million euros in net new business (more than \$1 Billion). Forty per cent of this represents advertising and specialized and marketing services net new business, while 60 % was accounted for by media counsel and buying.



PUBLICIS GROUPE

Ad Age and Lehman Brothers (New Business Scorecard) each ranked Publicis Groupe first in new business worldwide for the month of March and second worldwide for the entire first quarter.

This very strong net new business performance included the following:

Publicis Worldwide:

L'Oréal/MiniNurse (China) - Agencia Tributaria (Spain) - 24 Hour Fitness (U.S.) - Cœur de Lion and Fidelity Investments (France) - Purefoods (Philippines) - UDC (Italy) - S-Oil (Korea) - Jetstar and Gulf Air (Australia).

Leo Burnett:

ConAgra/Life Choice (U.S.) - GM/Cadillac (China) - Swatch (Brazil) - McDonald's (Thailand and India) - Supermercados Norte (Argentina) - Sogrape wines (Portugal) - Loterias del Estado and the Red Cross (Spain).

Saatchi & Saatchi:

Toyota/Lexus (ext.) and Sagatiba Rum (Europe) - P&G/Olay Daily Facials and Saga Services motor insurance (U.K.) - Snowflake Beer (China) - Snipp Juices (Czech Rep.) - Yoplait (ext. - U.S.) - Pacific Brands and Emirates Airline (Australasia).

Other networks and agencies:

- *Fallon*: BT Broadband (U.K.) - Volkswagen/Golf (Japan) - ConAgra Snack Foods (U.S.).
- *Beacon Communications* (Japan): McDonald's (jointly with Dentsu).
- *Bromley Communications* (U.S.): Circuit City.

Starcom MediaVest Group (media counsel and buying):

Mars/Masterfoods, Chuck E. Cheese restaurants and Caterpillar (U.S.) - Interbrew/Beck's (Italy, Netherlands, Czech Rep. and Ukraine) - Coca-Cola (Hong Kong) - Capital One (Italy) - US Pharmacia (Poland).

ZenithOptimedia (media counsel and buying):

Ferrero (U.S.) - Wella and Transitions Optical (U.K.) - Heineken, Grupo SOS Cuetara, Multiópticas and Sygma bank (Spain).

SAMS (specialized agencies and marketing services):

- *ARC North America* (U.S.): California State - Häagen Dasz - Capital One - P&G/Always, Whisper and PUR.
- *Publicis Healthcare Communications Group*: Roche + GSK/Boniva - Bristol-Myers Squibb + Sanofi-Synthélabo/Plavix - Abbott/Humira - AstraZeneca/Symbicort - Sanofi-Synthélabo/Eloxatin.

Significant account losses during the first quarter included Lexmark and Earthlink in advertising, and Enterprise Rent-A-Car in media counsel and buying in the U.S.



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Rankings

Global leadership in media counsel and buying confirmed ; Publicis Groupe recognized as world industry leader in other areas as well

Publicis Groupe was recognized again for global leadership in media counsel and buying in the RECMA survey announced on April 19, 2004, in which it ranked first in terms of billings. Publicis Groupe leadership in the field was recognized in other ways as well:

- Starcom MediaVest Group won the highest rating worldwide in the RECMA « Vitality Assessment Report »;
- In healthcare communications, with the Medicus group, named « Best Global Agency Network » by Med Ad News, the industry's leading review;
- In the area of public relations, with Manning Selvage & Lee, « Agency of the Year » by The Holmes Report, one of the most prestigious distinctions in the field in the U.S.

Publicis Groupe, number one at the EFFIE Awards 2004

Publicis Groupe agencies together won the most EFFIE Awards 2004 in the U.S. with a total of 26 awards placing Publicis Groupe in the top rank of communications groups. The EFFIE Awards, created by the American Marketing Association in New York in 1968, recognize each year the contributions made by advertising campaigns to marketing client brands. Leo Burnett distinguished itself for the third year in a row in leading the number of awards won by agency networks, with eight EFFIEs, followed by Saatchi & Saatchi, Fallon and Publicis Worldwide.



Publicis Groupe (Euronext Paris: FR0000130577, NYSE: PUB) is the world's fourth largest communications group, as well as world leader in media counsel and buying. 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 counsel and buying** through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; **marketing services** and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

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