



News from PUBLICIS GROUPE SA

PUBLICIS BILLINGS SURGE 55 PER CENT AT THE THIRD QUARTER

Paris, November 9, 2000---PUBLICIS GROUPE SA billings during the first nine months of the year rose fifty-five per cent to 7,244,704,000 euros, compared to 4,671,232,000 euros during the same period in 1999.

The figures are primarily comparable to Groupe activities before the acquisition of Saatchi & Saatchi; billings for Saatchi & Saatchi (excluding Zenith Media) are only included for the month of September, 2000, amounting to 340 Million euros.

Internal growth, on a comparable-activity basis, was 24 per cent, or 15 per cent, excluding foreign exchange impact. This is *double* growth rates for the global industry.

Maurice Levy, President of the Directoire of Publicis Groupe SA, said, "The third quarter was very good and we expect a strong increase at year-end. New business activity is one of the best today and we should see the full positive impact of that in 2001".

Publicis' very strong growth was generated by three factors:

1. *Dynamic performance of all business units, including many new business wins, as well as strong growth in Media & Regies Europe, advertising space sales representation.*

Nearly 1.3 Billion euros of new billings were won during the first three quarters worldwide. Among the most notable are : Microsoft and CIBC in Canada; Citibank, Fuji, Sprint Broadband, Office Max and Nestle Powerbar in the U.S.; Coca-Cola and Tele.ring telecommunications in Austria; Glaxo Wellcome, Bertelsmann, and Walmart in Germany; the National Lottery and Quiero TV in Spain; Astra-Zeneca in Finland; chello broadband in the U.K.; Manor supermarkets in Switzerland; la Verrerie Cristallerie d'Arques, Vizzavi, Timex, and PPR (Media) in France; Telecommunications in Colombia; Coca-Cola and Clear in New Zealand; Bank Commonwealth in Australia; Renault in Japan and the launch of Syngenta in a number of countries. And most recently, the win of the global advertising account of HP (Hewlett-Packard).

2. A reinforced presence and level of activities in the U.S., now accounting for more than 40 per cent of North American billings.

This is a result of the acquisitions since the beginning of the year 2000, including Frankel, Fallon, DeWitt Media and Winner.

3. Strengthened marketing services offerings which, before the acquisition of Saatchi & Saatchi, account for 30 per cent of Groupe billings.

The third quarter of this year saw two major developments for the group:

- *The acquisition of Saatchi & Saatchi which was achieved on September 8, in line with the announced schedule. This provides the Publicis Groupe with two independently-managed global networks—Publicis Worldwide and Saatchi & Saatchi.*
- *The listing of Publicis Groupe SA ADR's on the New York Stock Exchange beginning on September 12; Publicis has been listed at the French Stock Exchange since 1970.*

The positive developments throughout the Groupe—strong global networks, enhancement of specialized offerings, geographic expansion, and new business success—and the resulting performance allow Publicis Groupe SA to confirm the very good outlook for the year.

Publicis Groupe SA (Euronext-Paris Bourse; NYSE:PUB) is the world's fifth-largest communications organization, with 18,000 employees on five continents, in more than 80 countries, through strong global names: Publicis; Saatchi & Saatchi; Fallon, Frankel, Publicis Dialog; Optimedia.

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