Private and Confidential

26 January, 2011

To the directors
MMS UK Holdings Limited
Pembroke Building,
Kensington Village
Avonmore Road,
London,
W14 8DG

For the attention of: Jean-Michel Etienne

Our Reference

9PISA/AM

Dear Sirs

Recommended cash offer by MMS UK Holdings Limited (the "Company"), a wholly owned subsidiary of Publicis Groupe S.A. for Chemistry Communications Group plc ("Chemistry")

We refer to the release and publication of the Rule 2.5 Announcement and Offer Document of even date herewith (respectively, the "Announcement" and the "Offer Document"), in connection with the recommended cash offer to be made by the Company for the entire issued and to be issued share capital of Chemistry (not already owned by the Company or any of its associates) to be implemented by means of a contractual takeover offer (or by means of a scheme of arrangement pursuant to Part 26 of the Companies Act 2006) (the "Offer").

We hereby confirm that we have given and not withdrawn our written consent to the issue of the Announcement and the Offer Document with the inclusion of our name and the references to it in the form and context in which they appear.

Yours very truly, for and on behalf of N M Rothschild & Sons Limited

Andre Mathe