



1st Quarter Revenue

April 22 , 2010





Disclaimer



This presentation contains forward-looking statements. The use of the words "aim(s)," "expect(s)," "feel(s)," "will," "may," "believe(s)," "anticipate(s)" and similar expressions in this presentation are intended to identify those statements as forward looking. Forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected. You should not place undue reliance on these forward-looking statements, which speak only as of the date of this presentation release. Other than in connection with applicable securities laws, Publicis Groupe undertakes no obligation to publish revised forward-looking statements to reflect events or circumstances after the date of this press release or to reflect the occurrence of unanticipated events. Publicis Groupe urges you to review and consider the various disclosures it made concerning the factors that may affect its business carefully, including the disclosures made to the French financial markets authority (AMF).

1st Quarter 2010

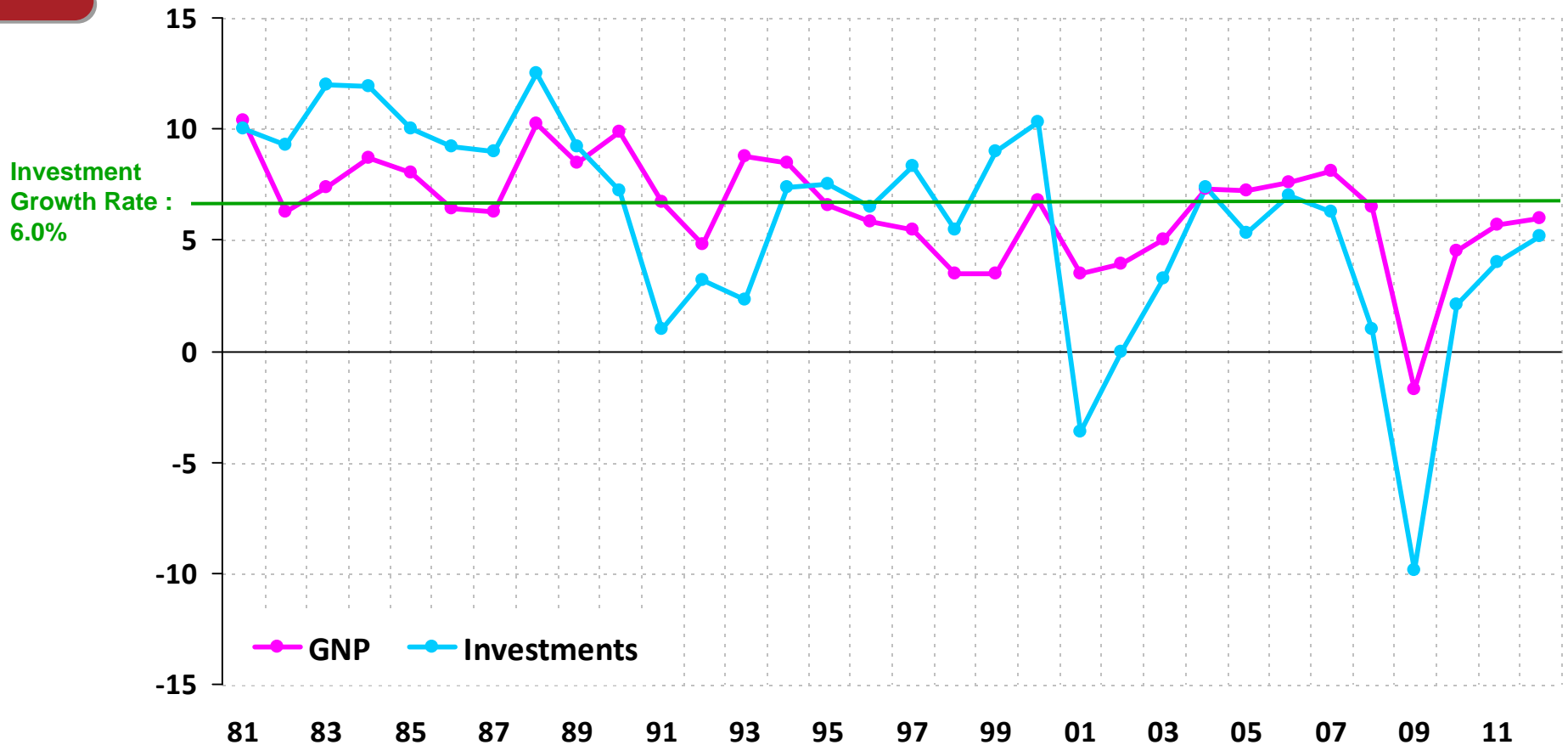
- ▶ After 18 months of constant deterioration, 2 consecutive industry forecast improvements
- ▶ Key drivers:
 - Emerging Markets
 - Improved Client Balance Sheets
 - GDP Growth
 - Better consumers' mood

Zenith Optimedia Major Media Ad Forecasts, current prices (%) – Key Markets

	October 2009 Forecast for FY 2010	December 2009 Forecast for FY 2010	April 2010 Forecast for FY 2010
Worldwide	+0.5%	+0.9%	+2.2%
United States	-4.4%	-2.6%	-2.0%
Japan	-3.3%	-3.2%	-0.7%
United Kingdom	-2.1%	-2.0%	+1.3%
Germany	-3.2%	-1.5%	-1.4%
China	+9.5%	+10.5%	+12.1%
France	+2.7%	+1.6%	+1.1%
Italy	+0.5%	+0.2%	+0.2%
Spain	+1.0%	-0.6%	+0.4%
Brazil	+8.1%	+11.8%	+11.8%

The Context

Ad Spend Investments Correlated to GNP Growth
(except during periods of crisis such as 1991,
2001 and 2009)



Historical Correlation between media ad spend and GNP.
Global GNP and evolution of media ad spend, current prices

Back to Growth



1st Quarter 2010

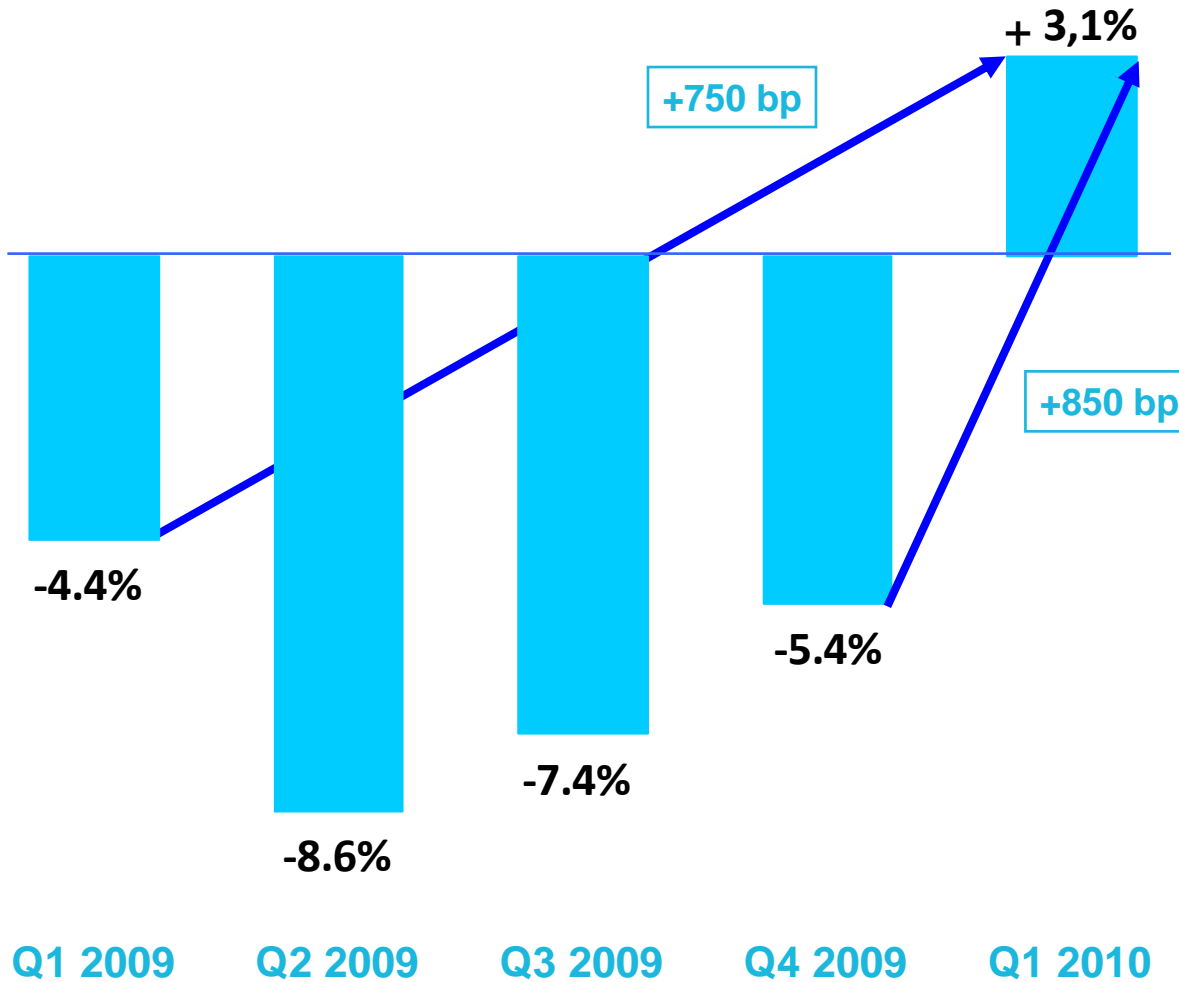
Growth is back!

Revenue (EUR million)	1,162
Revenue Growth (as published)	+8.1%
Organic Growth	+3.1% *

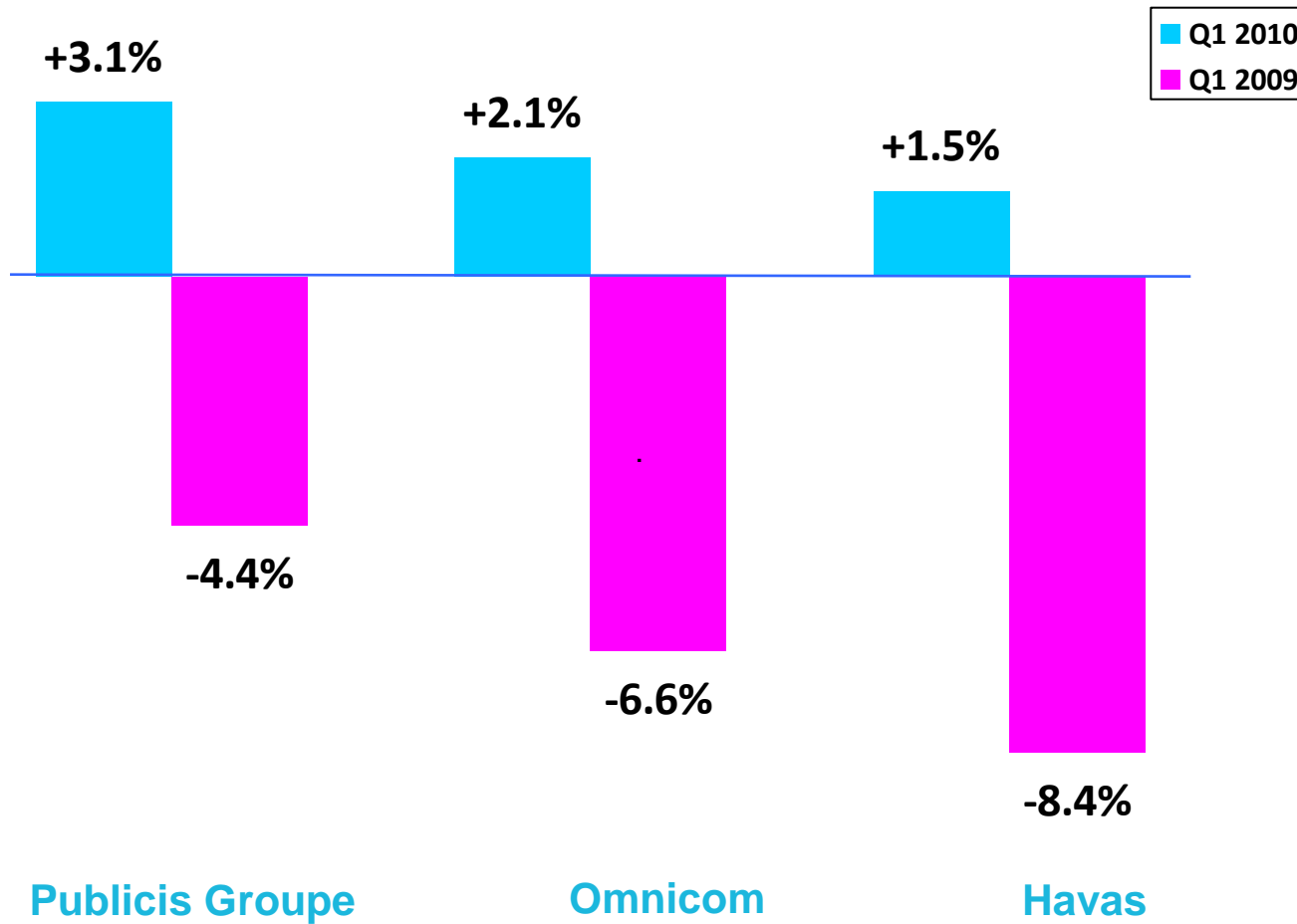
* Excluding growth coming from Razorfish: +8.6%

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Growth is back!



Publicis Groupe, Omnicom, Havas: Organic Growth



Revenue by Geography

(EUR million)	Q1 2010	Q1 2009	Organic Growth Q1	Var. 2010 vs 2009
Europe	369	357	-1.5%	+3.4%
North America	579	526	+4.8%	+10.0%
Asia Pacific	131	114	+6.7%	+14.9%
Latin America	55	51	+9.8%	+8.7%
Middle East & Africa	28	27	+7.2%	+3.7%
Total	1,162	1,075	+3.1%	+8.1%

Revenue by Geography in USD

(USD million)	Q1 2010	Q1 2009	Var. 2010 vs 2009
Europe	510	464	+9.9%
North America	801	685	+16.9%
Asia Pacific	182	149	+22.1%
Latin America	76	66	+15.2%
Middle East & Africa	39	35	+11.4%
Total	1,608	1,399	+14.9%

All entities translated into US dollar using the following exchange rates:

March 31st, 2009 : 1 USD = 0.7680 EUR

March 31st, 2010 : 1 USD = 0.7228 EUR

Organic Growth - Europe

Publicis Groupe, Omnicom, Havas

	Publicis Groupe	Havas	Omnicom
France	+8.4%	+0.5%	n.a.
UK	+1.4%	-1.5%	-0.6%
Euro Currency Markets	n.a	n.a	-5.1%
Rest of EU	-7.9%	-7.2%	n.a
Total EU	-1.5%	-3.0%	n.a.

Organic Growth by Country

Above 10%	India*, Korea, Turkey
5 to 10%	France**, USA***, Brazil, Mexico
0 to 5%	Russia, UK, Spain, Greater China, Australia, Japan, Canada
0 to -5%	Italy, Sweden
Below -5%	Netherlands, Switzerland, Poland, Germany, Denmark

* India : +31.9% (excluding Razorfish)

** France : +8.4% (excluding Razorfish)

*** USA: +5.6% (excluding Razorfish)

Revenue by Activity



Media **19%**

vs 21% in 2009



SAMS* **47%**

vs 41% in 2009



Advertising

34% vs 38% in 2009



* SAMS including 100% Digital

Penetration of Growth Sectors: Digital

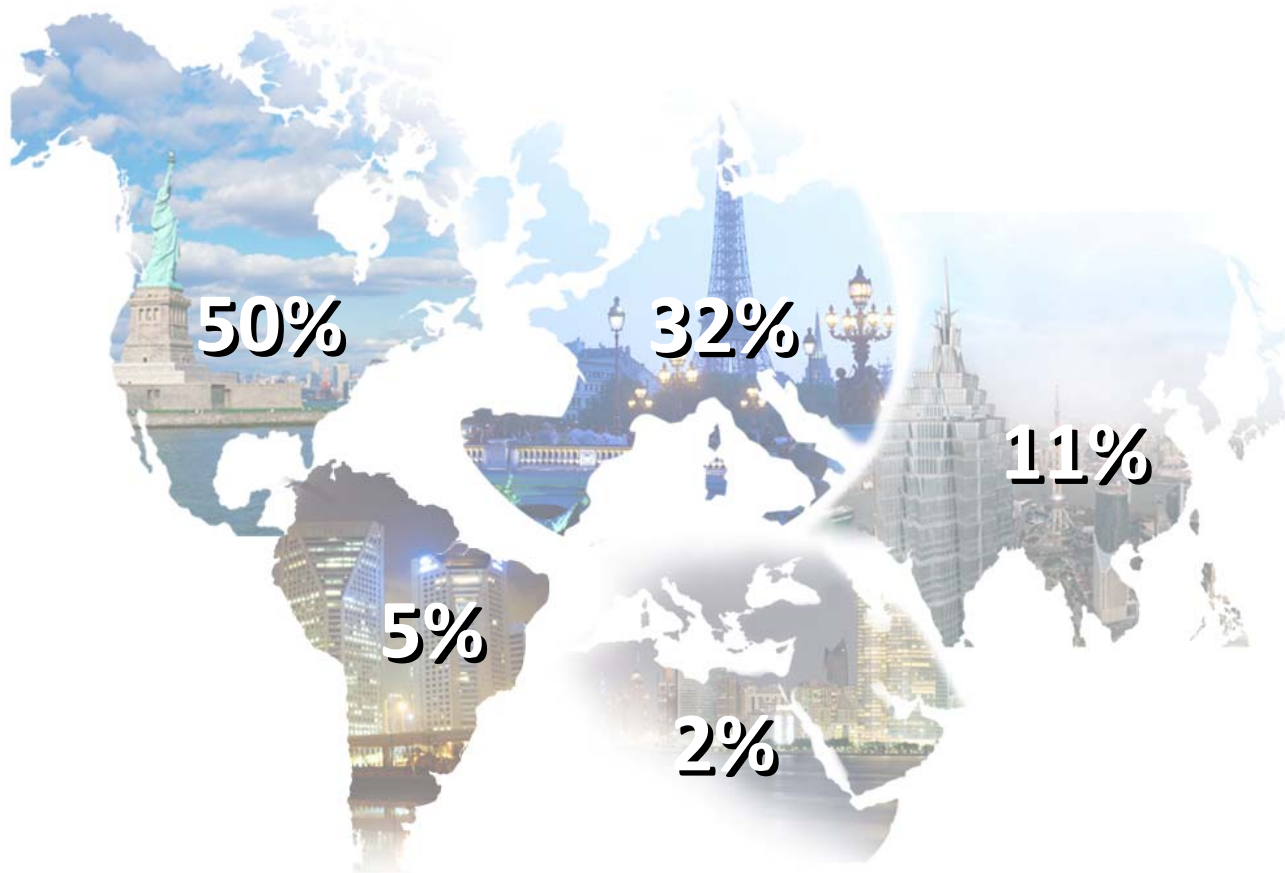
	Q1 2009*	Q1 2010**
▶ Digital (% Groupe revenue)	from 20.1%	to 27.0%

Digital Organic Growth: 15.0%

* 2009 at 2010 exchange rate

** including Razorfish 3 months

Revenue by Geography



- ▶ Emerging markets: 21.7% of total revenue
- ▶ Compared to 21.1% in Q1 2009

Emerging Markets

Emerging markets
organic growth :
+6.2%

Asia Pacific
+6.7%

Latin America
+9.8%

Central Europe
-1.0%

MEA
+7.2%

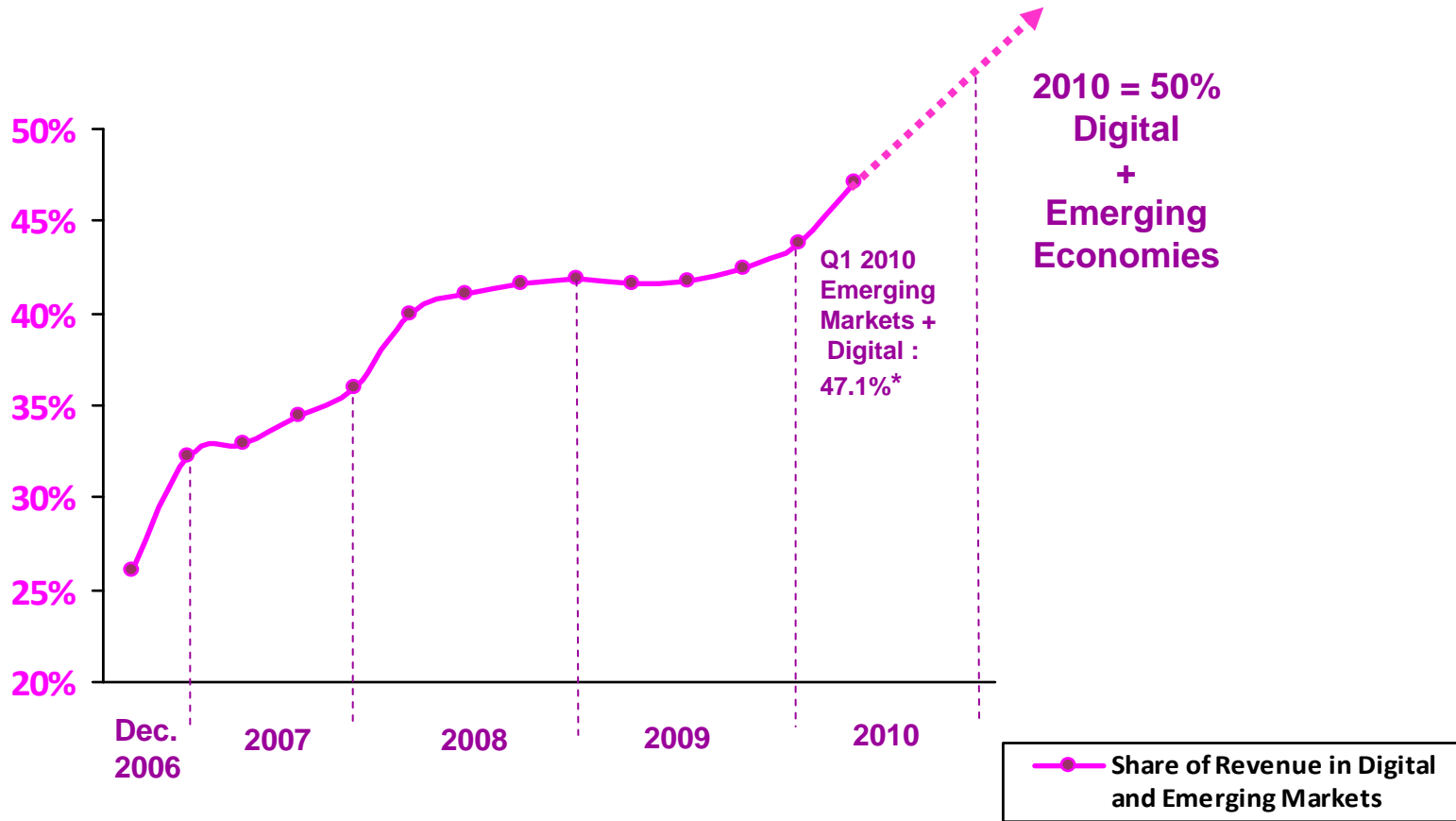
- China & Korea : +6.4%
- South East Asia : +11.2%
- India : +31.9%
- Australia & Japan : +1.3%

- Brazil : +9.7%
- Other : +9.9%

- Russia : +2.3%

- Saudi Arabia : +31.6%

1st Quarter 2010 Vs Groupe target



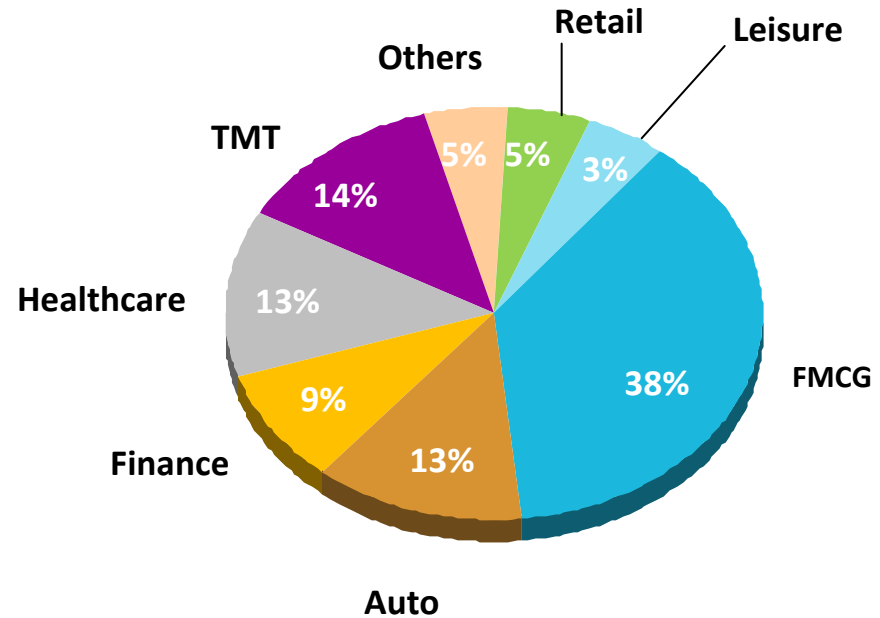
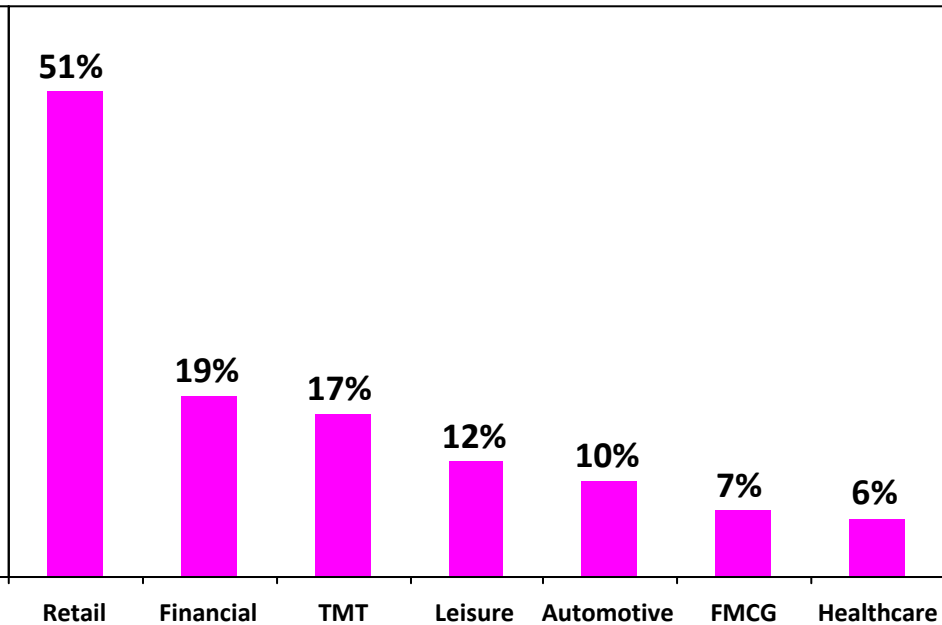
On track for 50% of total revenue coming from emerging markets and digital in 2010

* Including reduction for 1.6% due to overlap impact

Revenue by Sector

Growth Q1
2010 vs 2009

Q1 2010



Growth in all sectors

1st Quarter 2010

New Business



USD 1.2 billion*

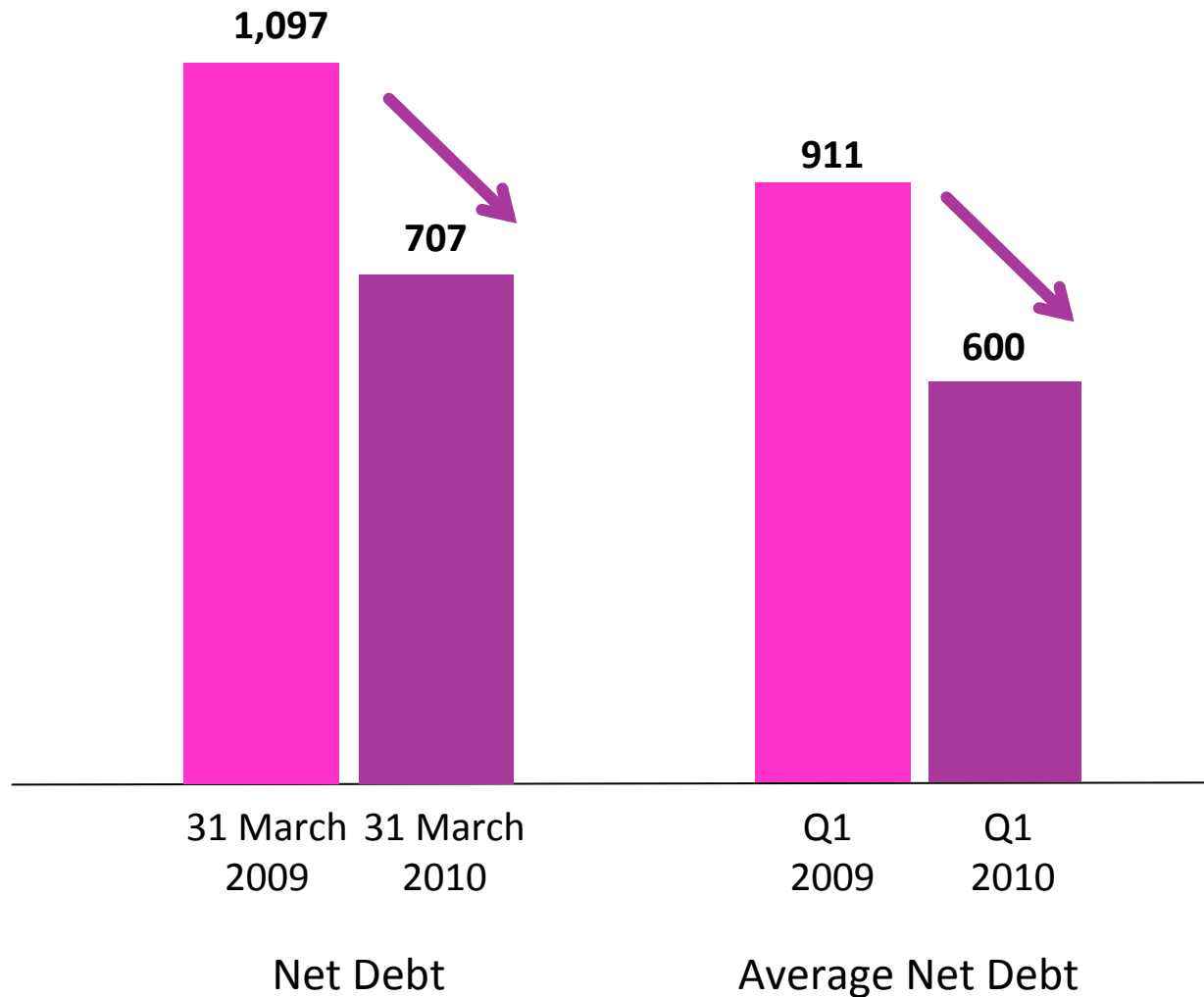
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New Business wins



Net Debt

(EUR million)



Gross Debt at March 31, 2010

Split by maturity

(EUR million)	Total	Apr. 2010 – Mar. 2011	Apr. 2011 – Mar. 2012	Apr. 2012 – Mar. 2013	Apr. 2013 – Mar. 2014	Apr. 2014 onwards
Oceane 2018*	119				119	
Oceane 2014	647					647
Eurobond 2012**	522		522			
Eurobond 2015**	260					260
Oranes	23	3	3	3	2	12
Earn-out / Buy-out	240	113	78	28	16	5
Other debt**	167	79	8			80
Total gross debt	1,978	195	611	31	137	1,004

No Covenants

* Put Option in 2014

** including fair value of associated derivatives

Liquidity at March 31, 2010

(EUR million)	Total Amount	Drawn	Available
Committed Facilities:			
364-day revolving credit facilities	205	0	205
5-year revolving credit facility	450	0	450
5-year syndicated facility (Club Deal)	1,500	0	1,500
Total Committed Facilities	2,155	0	2,155
Cash and Marketable Securities			1,271
Total Liquidity			3,426
Groupe other uncommitted Facilities	241	8	233

Outlook

- ▶ End of crisis : cautious optimism
- ▶ Accelerated growth in digital
- ▶ Expansion in emerging economies
- ▶ Rigorous cost management
- ▶ Cautious exit from hiring and salary freezes
- ▶ Investment in technology and talents





2010 Objectives

- ▶ Grow market share
- ▶ Work streams on accelerating change from “Service Provider” to “Value Creator”
(New Approaches, New Services, New Compensation System)



Outlook

- ▶ Back to Growth
- ▶ Goal: to outperform
 - Growth
 - Margins



Contacts

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Appendix



Revenue and Organic Growth Calculation

(EUR million)	Q1
2009 Revenue	1,075
Currency impact	(18)
2009 Revenue at 2010 exchange Rate (a)	1,057
2010 Revenue before impact of acquisitions ⁽¹⁾ (b)	1,090
Revenue from acquisitions ⁽¹⁾	72
2010 Revenue	1,162
Organic Growth (b/a)	+3.1%

Currency impact (EUR million)	
	Q1
GBP	2
USD	(30)
Others	10
Total	(18)

(1) Net of disposals

Exchange rate Mar. 31, 2010: 1 USD = 0.7228 EUR 1 GBP = 1.1277 EUR

Net Debt

Split by currency

(EUR million)	Total	EURO	USD	GBP	Others
Oceane 2018	119	119			
Oceane 2014	647	647			
Eurobond 2012*	522	522			
Eurobond 2015*	260	260			
Orane	23	23			
Earn-out / Buy-out	240	65	64	32	79
Other debt*	167	9	87	-	71
Total gross debt	1,978	1,645	151	32	150
Cash and marketable securities	(1,271)	151	(728)	(87)	(607)
Net debt	707	1,796	(577)	(55)	(457)

* Including fair values of associated derivatives

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Net Debt Split by rate

(after interest rate swap)

(EUR million)	Total	Earn-out / Buy-out	Fixed Rate	Variable Rate
Oceane 2018	119		119	
Oceane 2014	647		647	
Eurobond 2012*	522			522
Eurobond 2015*	260			260
Orane	23		23	
Other debt*	167		80	87
Total gross debt excl. Earn-out / Buy-out	1,738		869	869
			50%	50%
Earn-out / Buy-out	240	240		
Cash and marketable securities	(1,271)			(1,271)
Net debt	707	240	869	(402)

* Including fair values of associated derivatives