Clear success for Publicis Groupe's inaugural issue on the Eurobond market

Paris, 19 January 2005 — As part of a continuing move to simplify its balance sheet, on January 5 Publicis Groupe proposed early redemption of 2018 OCEANEs (bonds convertible into new or existing shares), through an additional put option granted to bondholders to be exercised in January/February 2005. At the same time, the redemption of this issue will be financed by the company’s inaugural straight bond issue.

Publicis Groupe appointed Barclays Capital, BNP Paribas, Citigroup and SG CIB joint lead managers and bookrunners for this inaugural issue of euro-denominated bonds. Maturing in seven years on January 31, 2012, this issue amounts to EUR750 million and offers a spread of 94 basis points above the 7-year euro swap rate or a annual coupon rate of 4.125%.

Placed with qualified investors, Publicis Groupe's issue proved a remarkable success, since it offered the market an opportunity to gain exposure to a new signature in a sector where bond issues are infrequent. It was thus oversubscribed three times, with order book totaling approx. EUR2.2 billion. This issue, benefiting from a high-quality placement, was mainly subscribed in France and the UK by asset management firms, insurance companies and banks.

Finally, Publicis Groupe has swapped the issue into a floating US-dollar rate, thereby significantly reducing the exposure of shareholders' equity to variations in the euro/dollar exchange rate.

Jean-Michel Etienne, Publicis Groupe's Chief Financial Officer, comments: “Publicis Groupe’s financial strategy has now entered a decisive new phase, with priorities that include simplification of the balance sheet, gradual withdrawal from complex and dilutive instruments, and rating by the end of 2005. As part of this, we have made our first call on the straight bond market and I am naturally delighted with the market's enthusiastic response.”
**Loan Terms:**

**Amount**  
EUR750 million

**Coupon**  
4.125%

**Spread**  
7-year euro swap rate + 94bp

**Issue**  
19 January 2005

**Payment**  
28 January 2005

**Maturity**  
31 January 2012

**Issue price**  
99.303%

**Listing**  
Luxemburg

**Joint lead managers and bookrunners**  
Barclays Capital, BNP Paribas, Citigroup and SG CIB

**Senior co-lead managers**  
ABN Amro, Calyon, Ixis CIB, Natexis

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**Publicis Groupe** (Euronext Paris: FR0000130577 and member of the CAC40 Index - NYSE: PUB) is the world’s fourth largest communications group, as well as world’s second largest media counsel and buying group. 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 consultancy and buying** through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and **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

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