



PRESS RELEASE

Publicis completes acquisition of Saatchi & Saatchi

The acquisition of Saatchi & Saatchi by Publicis is now final, in conformity with the schedule of June 20 when the proposed acquisition was announced.

Publicis Groupe SA, now moves into 5th place worldwide among communications groups with a strong geographical presence on five continents and revenues of 2.1 billion euros. Mrs Elisabeth Badinter is Chairwoman of Publicis Groupe SA Supervisory Board, and Maurice Levy is Chairman of its Management Board.

On Thursday, 7 September, the High Court of Justice in England and Wales authorized the exchange offer that had been approved by a significant majority of shareholders of Saatchi & Saatchi (16 August) and of Publicis (29 August) respectively.

In accordance with the Scheme of Arrangement, the Saatchi & Saatchi shares are cancelled and replaced by Publicis shares.

The final parity, as proposed by the Publicis Management Board on 7 September, as a function of the weighted price of Publicis shares during the ten-day reference period ending on 5 September, stood at 18,252 new Publicis shares (on the basis of a nominal divided by 10 as from 7 September) for 100 Saatchi & Saatchi shares.

As a result, Publicis will increase its capital to FRF 103,092,225. The new shares, issued today, will be listed on the Paris Stock Market on Tuesday, 12 September.

Publicis securities will also be listed on the New York Stock Exchange, on the same day, in the form of ADRs (American Deposit Receipts).

Following this new capital increase, the capital of the new group - henceforth to be known as Publicis Groupe SA - will be apportioned as follows:

	Shares %	Voting rights %
Mrs Elisabeth Badinter	5.73%	9.19%
Somarel	22.84%	36.63%
Putnam	3.78%	3.02%
Shares held by the company	3.99%	-
Public	33.24%	26.76%
Ex-Saatchi & Saatchi shareholders	30.42%	24.40%
Total	100%	100%

Paris, September 11, 2000