



PUBLICIS GROUPE S.A.

## PRESS RELEASE

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**2000 A RECORD YEAR FOR PUBLICIS GROUPE SA**  
**--Company Reports Year-End Earnings of \$ 139 million**  
**--Billings Grow Over 72%--**  
**--Sharp Increases in Revenues, EBITDA, Net Profit--**

**Paris, France, March 15, 2001** –Publicis Groupe SA (NYSE: PUB), today announced year-end 2000 earnings of \$ 139 million.

2000 proved to be a record year for Publicis Groupe S.A., with figures showing sharp increases across the board, particularly in the following areas:

- Revenues	:	+ 70 %
- EBITDA	:	+ 78 %
- Net profit (before goodwill amortiz. and exceptionals)	:	+ 83 %

The following figures consolidate acquisitions made during the year from the date of acquisition. For example, Saatchi & Saatchi has been consolidated over four months and Nelson Communications over two.

### Key figures (in euros and \$)

	2000 euros	2000 US \$	1999	% rise
Billings	11.8 billion	10.9 billion	6.9 billion	+ 72%
Revenues	1.8 billion	1.6 billion	1.04 billion	+ 70%
EBITDA	334 million	308 million	187 million	
EBITDA/revenues	19%		18%	+ 78%
EBIT	275 million	254 million	156 million	
EBIT/revenues	16%		15%	+ 76%
Net profit, excluding minorities <b>before</b> amortization of goodwill and <b>before</b> exceptionals	151 million	139 million	82.5 million	+ 83%
Net profit, excluding minorities <b>after</b> amortization of goodwill and <b>after</b> exceptionals	127.5 million	118 million	74.4 million	+ 71%
Net earnings per share <b>before</b> amortization of goodwill and exceptionals	1.40	1.29	0.94	+ 49%
Net earnings per share (diluted) <b>before</b> amortization of goodwill and exceptionals	1.37	1.26	0.93	+ 47%
Proposed dividend	0.20	0.19	0.17	+ 18%
Cash flows from operations	236 million	218 million	134 million	+ 77 %

For Maurice Lévy, Chairman of Publicis Groupe S.A : "The past year was a turning point for our group, which has emerged as one of the top global companies in its industry group. Our agency, founded in 1926 by Marcel Bleustein-Blanchet, now counts some of the most prestigious names in the world economy among its clients. While remaining faithful to our culture and roots, we now operate on six continents, building on our innovative approach and creative flair. The talent and energy of our teams are our most precious assets, and allow us to look to the future with confidence. We can rely on unique resources to help us continue to grow faster than the market. Our figures take into account signs of slowing observed to date in the United States. Backed by our client portfolio, our flexibility and our entrepreneurial spirit, we can look forward to organic growth and earnings growth higher than projections for the global advertising market".

## **Publicis Transformed**

2000 was a year of sweeping and positive changes for Publicis Groupe S.A. in the following ways:

- **Publicis doubled in size, to become the world's fifth largest advertising group.** This resulted from a string of acquisitions, including Saatchi & Saatchi, one of the most prestigious and best-known names in advertising. This acquisition established a second worldwide network — Saatchi & Saatchi Worldwide — to work alongside our existing Publicis Worldwide. Publicis Groupe S.A. now operates in 102 countries and 170 cities, with over 20,000 employees worldwide.
- **Publicis raised its profile substantially in the United States, the world's largest advertising and communications market, through a number of major strategic acquisitions.** Today, a number of leading agencies known throughout the United States for their creative flair are part of our network of agencies. One excellent example is Fallon McElligott, renamed Fallon Worldwide after its acquisition, a premium agency with outstanding creative talent, and a great deal of promise for international expansion. Reflecting our significantly strengthened position in the US market, North America now accounts for 39% of our revenues.
- **Publicis has significantly expanded its presence in prime strategic market segments.** These include marketing services (through the acquisition of Frankel and the extension of the Publicis Dialog network); specialized communications (notably healthcare, through Nelson Communications Worldwide, a world leader in the field, and ethnic communications with Burrell Communications and Conill); interactive communications (through the development of Publicis.Net); and media consultancy and buying services (with US agency DeWitt Media, leading to the launch of Optimedia in the US, and the Zenith Media network in partnership with Cordiant).
- **In addition to the Paris Bourse, Publicis shares are now listed on the New York Stock Exchange, in the form of ADRs.**

## **An Exceptional Year for New Business**

During the year, Publicis agencies won a string of major new accounts, while many existing accounts, both domestic and international, were granted new assignments. Altogether, group agencies booked new accounts representing budgets of EUR 1.7 billion, which will bring their full impact to bear on business in 2001. A recent league table drawn up by Crédit Suisse First Boston ranked Publicis second worldwide for new business (see appended table).

Reflecting the creative flair, innovation and excellence that our agencies bring to all of our projects, agency teams in the Publicis, Saatchi & Saatchi and Fallon networks received a host of industry awards this year.

## **Outstanding business and financial performance**

While key indicators at Publicis have shown strong, steady growth over the past five years, 2000 results reflected a particularly dramatic increase. This included:

- Growth in billings, +72% to EUR 11.8 billion, reflecting the combined impact of acquisitions (+51%), organic growth (+15%) and favorable currency translation (+6%).
- Revenues, generated as follows in geographical terms:
  - Europe : 50%
  - North America : 39%
  - Rest of world : 11%
- The Group's interest in True North (approx. 9% of equity) is now primarily a financial investment, offering an unrealized capital gain of around EUR167 million based on a share price of USD 38 on March 14, 2001.

## **Integration of Saatchi & Saatchi**

Meanwhile, the integration of Saatchi & Saatchi Worldwide has been an unqualified success: client relations are stronger than ever, our pool of talent remains intact, and the program as a whole is moving on schedule, with resultant cost savings, as well as synergies, providing for the expansion of a broad range of services offered to Saatchi & Saatchi clients. As already announced, the acquisition of Saatchi & Saatchi had an accretive impact on earnings per share.

## **2001 outlook**

The year got off to a good start with successful campaigns such as that for the euro launch, as well as a number of new account wins, including United Airlines, Informix, and Renault in Korea and Japan.

This momentum augurs well for our 2001 results, which we foresee will outperform the market. In this, we have the benefit of effective drivers for growth and strong positions in expanding markets. This is the case for Europe, where we are well-positioned, as well as Asia, where we already hold a sizeable share of the market.

## **Annual General Meeting of Shareholders / Dividend**

The Supervisory Board of Publicis Groupe SA (NYSE: PUB), chaired by Elisabeth Badinter, met today to approve the accounts and management report for the year ending December 31, 2000. These were presented by Maurice Lévy, CEO and Chairman of the Management Board.

The Annual General Meeting of shareholders will be held on Thursday, June 14, 2001 at 11.30 a.m. at the head office of Publicis (133, avenue des Champs Elysées, Paris). Management will propose a dividend of EUR 0.20 excluding tax credit, compared with EUR 0.17 paid on 1999 business, representing a rise of 18%.

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**Table 1**  
**Account Wins and Losses, 2000**

\$ in millions

Company	Wins		Losses		Net Gain (Loss)	
	Accounts	Billings	Accounts	Billings	Accounts	Billings
Omnicom Group	125	\$5,474	37	\$1,486	88	\$3,988
Publicis Groupe	54	\$1,697	11	\$241	43	\$1,456
bcom3 Group	46	\$1,642	14	\$379	32	\$1,263
WPP Group	66	\$2,262	36	\$1,582	30	\$680
Interpublic Group	111	\$2,811	45	\$2,157	66	\$654
Grey Global Group	20	\$499	6	\$195	14	\$304
Cordiant Communications	11	\$216	2	\$83	9	\$133
Havas Advertising	39	\$986	12	\$1,071	27	(\$85)
True North Communications	36	\$1,606	20	\$1,893	16	(\$287)
Other Agencies	280	\$4,929	124	\$2,706	156	\$2,223
<b>Total</b>	<b>788</b>	<b>\$22,122</b>	<b>307</b>	<b>\$11,793</b>	<b>481</b>	<b>\$10,329</b>

Note : Taken from various trade press sources. Creative accounts only.

Source: Crédit Suisse First Boston Corporation – January 22, 2001-03-15