



PUBLICIS GROUPE S.A.

PRESS RELEASE

Paris, September 4, 2002 - Following the article published earlier today in the Wall Street Journal Europe, Maurice Lévy, Chairman & CEO of Publicis Groupe SA, wishes to clarify the following :

« As mentioned on August 12 when we published our first half revenues, we confirm our confidence in achieving an operating margin (EBIT/revenue) this year that will be at least similar to that achieved in 2001. We are even aiming to outperform this level through a constant and tight control of our costs.

As regards 2003, after the integration of Bcom3, we also confirm as announced on March 7, a target margin of 15%. Although this target is ambitious, we remain confident it can be achieved through the implementation of various synergies existing between the two groups.

In addition, no massive lay-offs are planned but simply necessary staff adjustments further to the pooling of administrative functions, in particular in the U.S. »

#