



PRESS RELEASE

**“International New Business”:
Excellent performance by Publicis Groupe SA**

**Saatchi & Saatchi Worldwide: Top ranking worldwide network,
followed by Publicis Worldwide
according to Advertising Age ranking.**

Paris, January 6, 2003 - For the year 2002, *Advertising Age* has carried out a ranking of the top 20 advertising networks in relation to international or pan-regional new business wins (budgets covering several markets).

According to these rankings, the Publicis Groupe SA networks have achieved excellent performances, in particular Saatchi & Saatchi Worldwide which was the leader by far, followed by Publicis Worldwide.

TOP CREATIVE SHOPS

2002 global and pan-regional wins by creative agencies and networks

RANK	AD AGENCY NETWORK/ HOLDING CO RECENT WINS	BUDGET (IN \$ MILLIONS)
1	Saatchi & Saatchi/Publicis	615
2	Publicis/Publicis	428
3	McCann-Erickson Worldwide/Interpublic	414
4	J. Walter Thompson Co./WPP	380
5	DDB Worldwide/Omnicom	371
6	TBWA Worldwide/Omnicom	369
7	Grey Worldwide/Grey Global	330
8	Euro RSCG Worldwide/Havas	305
9	Y&R Advertising/WPP	208
10	D'Arcy/Publicis	165
11	Leo Burnett Worldwide/Publicis	155
12	Ogilvy & Mather Worldwide/WPP	140
13	Fallon Worldwide/Publicis	126
14	Mother/Independent	105
15	Deutsch/Interpublic	100
16	BBDO Worldwide/Omnicom	100
17	StrawberryFrog/Independent	95
18	Lowe & Partners Worldwide/Interpublic	90
19	Cayenne/Dentsu	90
20	Arnold Worldwide	77

NOTES: To qualify, a win must cover three or more countries. Single country wins are not included. Submit news of wins to adagelondon@compuserve.com.



PUBLICIS GROUPE S.A.

These figures only take into account global or multi-regional budgets, and do not include local wins, a growth segment within which Publicis Groupe SA generally performs very well.

Maurice Lévy, Chairman and CEO of Publicis Groupe SA, stated: « *The performance of Saatchi & Saatchi under the management of Kevin Roberts is highly impressive. Not only does it illustrate the dynamism of an aggressive business development strategy, but it is also proof of a successful integration into the Publicis Groupe. I must also highlight the exceptional work of Publicis Worldwide, a network with European origins and culture, which in terms of international business wins has reached second place. This achievement is remarkable in a market dominated by Anglo-Saxon networks. Moreover, the fact that two of our networks hold the top positions demonstrates that the vision and the strategy of our Groupe is right for the current times and the advertisers' needs.*

These performances are consolidated by those of other units within the Groupe who are also highly ranked. They are in line with our November 30 business activity and lead us to believe that we will meet our year end objectives for 2002 results. »

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Publicis Groupe SA (Euronext Paris : 13057, NYSE : PUB) is the world's fourth largest communications group, according to AdAge's ranking of April, 2002 as well as world leader in media counsel and buying, according to RECMA's ranking of June, 2002. Its activities span 109 countries on six continents.

Groupe activities cover advertising, marketing services, media counsel and buying, media sales and specialized communications. These include public relations, corporate and financial communications, ethnic and healthcare communications.

Publicis Groupe SA's services are offered through three autonomous global advertising networks : Publicis Worldwide, Saatchi & Saatchi Worldwide, and Leo Burnett Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned, and two global brands in media counsel and buying, Zenith Optimedia Group and Starcom MediaVest Group.

Web sites: www.publicis.com and www.finance.publicis.com

Contacts:

Investors Relations: Pierre Bénaïch – +33 (0)1 4443 6500

Corporate Communications: Eve Magnant – +33 (0)1 4443 7025