



PUBLICIS GROUPE S.A.

## PRESS RELEASE

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### **Publicis Groupe SA issue of bonds exchangeable for Interpublic shares, a success**

**Paris, December 13, 2001** -- Publicis Groupe SA has announced final terms for its issue of bonds exchangeable for shares of The Interpublic Group of Companies (IPG). The issue, which was significantly over-subscribed, is for a principal amount of EUR 174 million, which may be increased by up to EUR 26 million pursuant to an over-allotment option.

The bonds bear interest at a fixed rate of 2% per annum and mature in January 2007. Each bond will be exchangeable for a number of IPG shares representing a premium of 30% on the reference price of \$28.26 per share (i.e., \$36.74 per share) or for cash, as Publicis decides. Publicis may redeem the bonds in cash from January 10, 2005 if the market price of IPG shares exceeds 130% of \$36.74 (the initial exchange parity), for a period of 20 trading days. Bondholders may request the redemption of their bonds at par on March 1, 2004.

The exchangeable bonds were placed with investors outside the US, Japan and Canada through a private placement managed by Dresdner Kleinwort Wasserstein. Application will be made for the bonds to be listed on the Luxembourg stock exchange.

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*This press release relates to an offer and sale of securities that was completed on December 18, 2001. It is provided here for information purposes and does not constitute an offer to purchase such securities.*