



Press Release

03/08/12



PIXELPARK: PUBLICIS GROUPE WAIVES MINIMUM ACCEPTANCE QUOTA OF 75% AND RE-OPENS THE ACCEPTANCE PERIOD UNTIL MARCH 21, 2012

Not for release in or into the United States of America. The offer is not being made, directly or indirectly, in or into, or by use of mails of, or by any means or instrumentality (including, without limitation, facsimile transmission, telex, telephone, e-mail and other forms of electronic transmission) of interstate or foreign commerce of, or any facility or a national securities exchange of, the United States of America and the offer cannot be accepted by such use, means or instrumentality from or within the United States of America. No persons in the United States of America will be permitted to accept the offer. Neither this announcement nor the offer document may be distributed or sent in, into or from the United States of America, and doing so may render invalid any purported acceptance.

Publicis Groupe S.A. (EURONEXT PARIS: FR0000130577) announced today that the acceptance period of the offer by its wholly-owned subsidiary MMS Germany Holdings GmbH ("MMS"), registered in the Commercial Register of the Local Court of Düsseldorf under no. HRB 50291, for all outstanding shares of Pixelpark AG ("Pixelpark") in exchange for a cash consideration in the amount of EUR 1.70 per share, which expired on March 7, 2012 at 24:00 hrs CET, has been re-opened until March 21, 2012 at 24:00 hrs CET.

MMS also announced that it has waived the minimum acceptance quota of 75% of the share capital and voting rights of Pixelpark.

On February 15, 2012 the German Federal Cartel Office cleared the contemplated acquisition of Pixelpark.

Important information:

This announcement contains forward-looking statements. Forward-looking statements are statements that do not describe past facts, but also such statements regarding assumptions and expectations as well as the underlying assumptions. These statements are based on the planning, estimates and forecasts currently available to the management of Publicis Groupe S.A. Forward-looking statements are thus only related to the date on which they are made. No obligation will be assumed to revise such statements in light of new information or future events. Forward-looking statements harbor risks and uncertainties by nature. A number of important factors may lead to the fact that actual results differ substantially from such forward-looking statements.

This announcement is neither an offer to purchase nor a solicitation to offer to sell shares in Pixelpark AG. The terms of the offer and its acceptance will be based exclusively on the offer document to be published on the Internet under www.publicis-pixelpark.com. As the offer as well as all other related documents will contain important information, holders of shares in Pixelpark AG are strongly advised to read these documents as soon as they will have been published.

As the shares in Pixelpark AG are exclusively listed on the Entry Standard of the Open Market (*Freiverkehr*) of the Frankfurt Stock Exchange (*Frankfurter Wertpapierbörse*), the provisions of the German Securities Acquisition and Takeover Act (*Wertpapiererwerbs- und Übernahmegesetz: WpÜG*) and the regulations issued in connection therewith do not apply to the offer, the offer document and all associated declarations, notices and legal acts.

The information contained in this announcement is not for publication or distribution into or in the United States of America, Canada, Australia or Japan and does not constitute an offer to purchase securities in the United States of America, Canada, Australia or Japan.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, part of the CAC 40 index] is the third largest communications group in the world, offering the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe's media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs 50,000 professionals.

Web: www.publicisgroupe.com | Twitter: @PublicisGroupe | Facebook: www.facebook.com/publicisgroupe

About Pixelpark

Pixelpark is Germany's largest independent interactive service provider. With the brands Yellow Tomato, Elephant Seven and Pixelpark we have developed creative and value-enhancing communication and eBusiness solutions for about 20 years. About 370 employees in Berlin, Hamburg, Cologne, Bielefeld, Barcelona and Zurich are proud to be working for clients such as Adidas, Allianz, the Bundesministerium der Finanzen (BMF), the Bundesministerium für Wirtschaft und Technologie (BMWi), Boehringer Ingelheim, Coca-Cola, Daimler AG, Deutsche Post DHL, Drägerwerk AG & Co. KGaA, Energie Baden-Württemberg AG (EnBW), Deutsche Lufthansa AG, Mercedes-Benz, Montblanc, Reifen Center GmbH, RTL, Sparkasse, WGZ BANK, Zweites Deutsche Fernsehen (ZDF) and many more.

Web: www.pixelpark.com

Contacts

Publicis Groupe

Peggy Nahmany
Martine Hue

Corporate Communication
Investor Relations

+ 33 (0)1 44 43 72 83
+ 33 (0)1 44 43 65 00