

3rd Quarter Revenue

October 20, 2011



DISCLAIMER

This presentation contains forward-looking statements. The use of the words "aim(s)," "expect(s)," "feel(s)," "will," "may," "believe(s)," "anticipate(s)" and similar expressions in this presentation are intended to identify those statements as forward-looking. Forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected. You should not place undue reliance on these forward-looking statements, which speak only as of the date of this presentation. Other than as required by applicable securities laws, Publicis Groupe undertakes no obligation to publish revised forward-looking statements to reflect events or circumstances after the date of this presentation or to reflect the occurrence of unanticipated events. Publicis Groupe urges you to review and consider carefully the various disclosures it has made concerning the factors that may affect its business, including the disclosures made under the caption "Risk Factors" in the 2010 Registration Document filed with the French financial markets authority (AMF).

Q3 2011

Revenue (EUR million)	1,419
Organic Growth*	+6.4%

*Q3 2010 organic growth = +9.2%

REVENUE BY GEOGRAPHY

3rd Quarter 2011

(EUR million)	Q3 2011	Q3 2010	Var. 2011 vs 2010	Organic Growth Q3 2011
Europe	427	399	+7.0%	+ 6.5%
North America	685	666	+2.9%	+ 5.5%
Asia Pacific	172	151	+13.9%	+7.6%
Latin America	101	71	+42.3%	+13.1%
Middle East & Africa	34	33	+3.0%	+2.8%
Total	1,419	1,320	+7.5%	+6.4%

SEPTEMBER 30, 2011 YTD

Revenue (EUR million)	4,118
Organic Growth	+6.9%

REVENUE BY GEOGRAPHY

September 30, 2011 - YTD

(EUR million)	Sept. 30 2011 - YTD	Sept. 30 2010 - YTD	Var. 2011 vs 2010	Organic Growth YTD 2011
Europe	1,322	1,205	+9.7%	+8.2%
North America	1,957	1,923	+1.8%	+6.3%
Asia Pacific	480	436	+10.1%	+4.9%
Latin America	257	197	+30.5%	+8.5%
Middle East & Africa	102	97	+5.2%	+7.0%
Total	4,118	3,858	+6.7%	+6.9%

ORGANIC GROWTH BY COUNTRY

September 30, 2011 - YTD

Organic Growth Rate	September 30, 2011 - YTD
Above 10%	Arab Emirates, Argentina, France, Germany, Malaysia, Russia, Singapore, Venezuela
From 5 to 10%	Brazil, Canada, Greater China, Spain, USA
From 0 to 5%	India, Italy, Korea, Sweden, Switzerland, UK
Below 0%	Australia, Belgium, Greece, Japan, Poland, Portugal

REVENUE BY ACTIVITY

September 30, 2011 - YTD



Media **19%**
vs 19% in 2010



SAMS* **50%**
vs 48% in 2010



Advertising **31%** vs 33% in 2010

*SAMS including 100% Digital

DIGITAL STRATEGY EXECUTION ON TIME

	<u>September 30 2010 - YTD</u>		<u>September 30 2011 - YTD</u>	
■ Digital (% of Group Revenue)	from	28.7%	to	30.2%

Organic Growth :

- H1 2011 : +12.2%
- Q3 2011 : +12.9%
- YTD 2011 : +12.5%

DIGITAL NERVE CENTER NEW STEPS

- ▶ Extending partnerships across Big 5: agreement signed with AOL to boost video online advertising with creation of new formats (The Pool)
- ▶ Launch of the “Tablet Lane”(The Pool): industry collaboration to determine first ad format for US on tablets - Largest effort of Pool to date
- ▶ The Nerve Center's Audience on Demand extensions into Video (AODv) and Social (AODs) continue positively. Video in particular leveraged by our largest clients and the Facebook API in high demand

EMERGING MARKETS STRATEGY

EXECUTION ON TIME

	<u>September 30 2010 - YTD</u>		<u>September 30 2011 - YTD</u>
Emerging markets (% of Group Revenue)	from 22.3%	to	23.7%

Organic Growth :

- H1 2011 : 5.5%
- Q3 2011 : 7.5%
- YTD 2011 : 6.2%

Of which Greater China:

- H1 2011 : 9.2 %
- Q3 2011 : 10.1%
- YTD 2011 : 9.6 %

NET NEW BUSINESS

September 30, 2011 - YTD

USD 4.1 bn

NET NEW BUSINESS

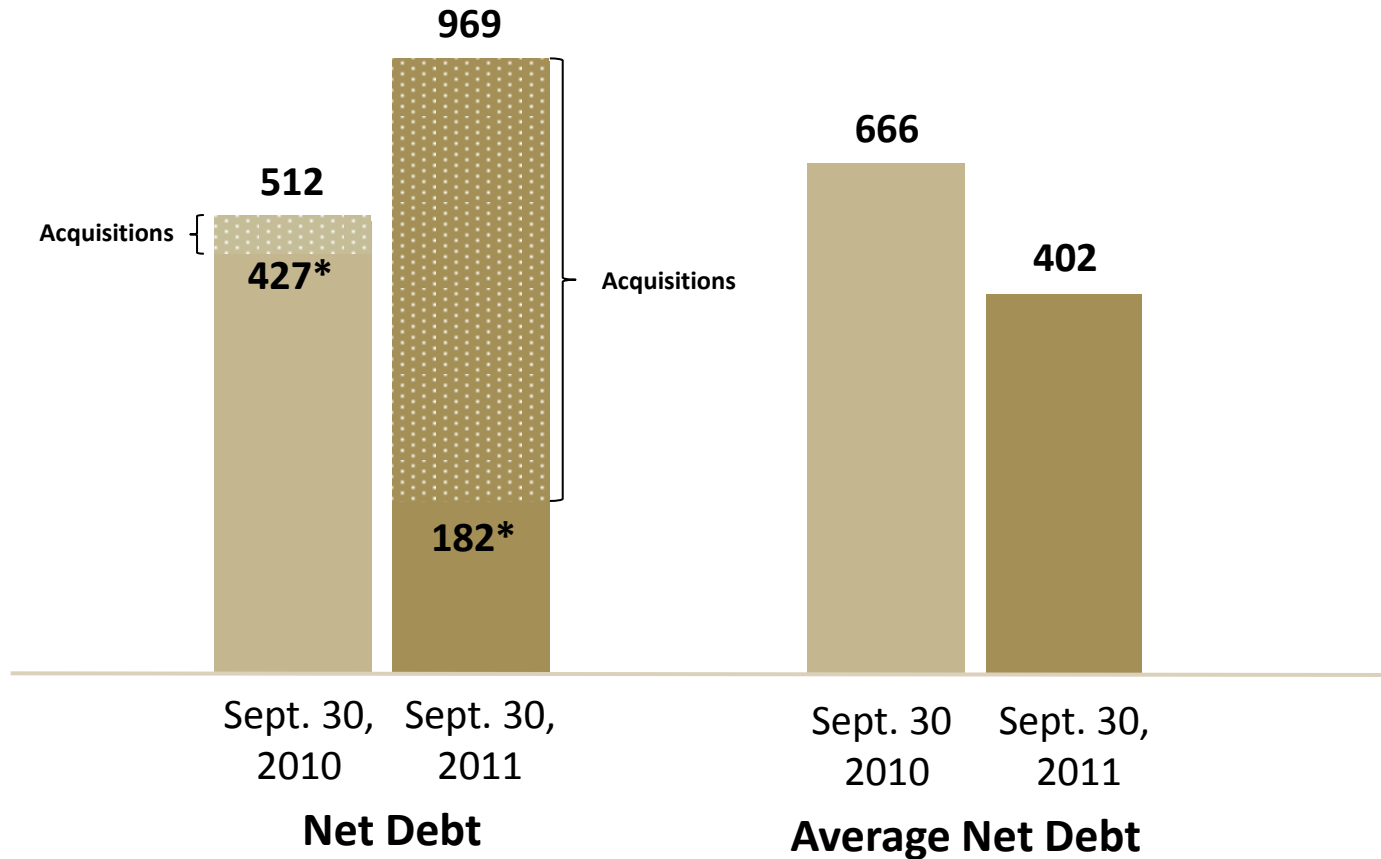
September 30, 2011 - YTD



NET DEBT

September 30, 2011 - YTD

(EUR million)



*excluding acquisitions



MAIN ACQUISITIONS IN 2011

Activity sector	Name	Country	Expertise	2011 estimated revenue (12 month)	Headcount
Digital	Rosetta	US	Digital Consulting Expertise	160 M€	1,099
	Big Fuel	US	Social Network fully dedicated	21 M€	173
Emerging markets	Genedigi	China	PR	33 M€	414
	DPZ	Brazil	Ads	35 M€	274
	Talent	Brazil	Ads	43 M€	234
	GP7	Brazil	Ads	5 M€	34
	Watermelon	India	Healthcare	1 M€	40
	ICL	Taiwan	PR	2 M€	27
Other	Schwartz	US	PR	19 M€	186
	Chemistry	UK	Ads	17 M€	139

LIQUIDITY

September 30, 2011 - YTD

(EUR million)	Total	Drawn	Available
Committed Facilities:			
364-day revolving credit facilities	205	-	205
5-year revolving credit facilities	450	-	450
5-year syndicated facility (Club Deal) ⁽¹⁾	1,200	-	1,200
Total Committed Facilities	1,855	-	1,855
Cash and Marketable Securities	1,273	-	1,273
Total Liquidity	3,128	-	3,128
Groupe other uncommitted Facilities	234	3	231

(1) As of September 30, 2011.
Publicis Groupe signed a new EUR 1.2 billion 5-year syndicated credit facility on July 13th 2011, which replaces syndicated credit facility dated 17 December 2004.

Outlook

CONTEXT

- ▶ Financial turmoil (sovereign debt risks)
- ▶ Uncertainties
- ▶ Slower economic growth

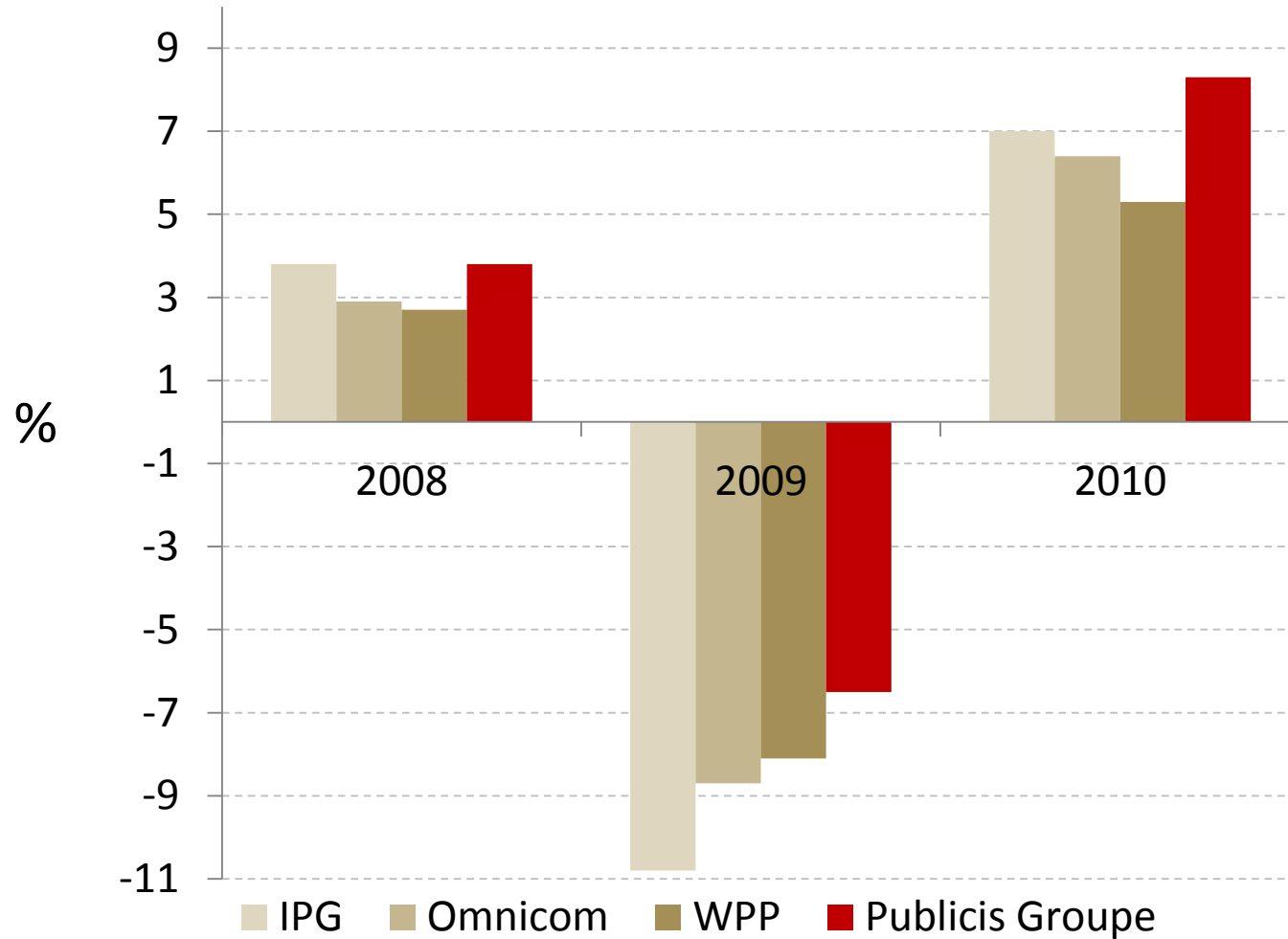
ZenithOptimedia Major Media Ad Forecasts for 2011 and 2012 , current prices (%)

	2011		2012	
	July 2011 Forecast	Oct. 2011 Forecast	July 2011 Forecast	Oct. 2011 Forecast
Worldwide	+4.1%	+3.6%	+5.9%	+5.3%

Slowdown in forecasts in october 2011

ORGANIC GROWTH

Publicis outperforms its peers- Challenging Comparables in 2011



OUTLOOK

2011 Growth

- Market expects slower growth in Q4
- Q4 unfavorable comp's (+12.5% organic growth rate in Q4 2010)
- FY 2011 organic growth above market despite higher comparables

OUTLOOK

2011 Results

- ▶ Operating margin 2011 : ball park
- ▶ 2011 diluted EPS increase

CONCLUSION



3rd Quarter Revenue

October 20, 2011



Appendix

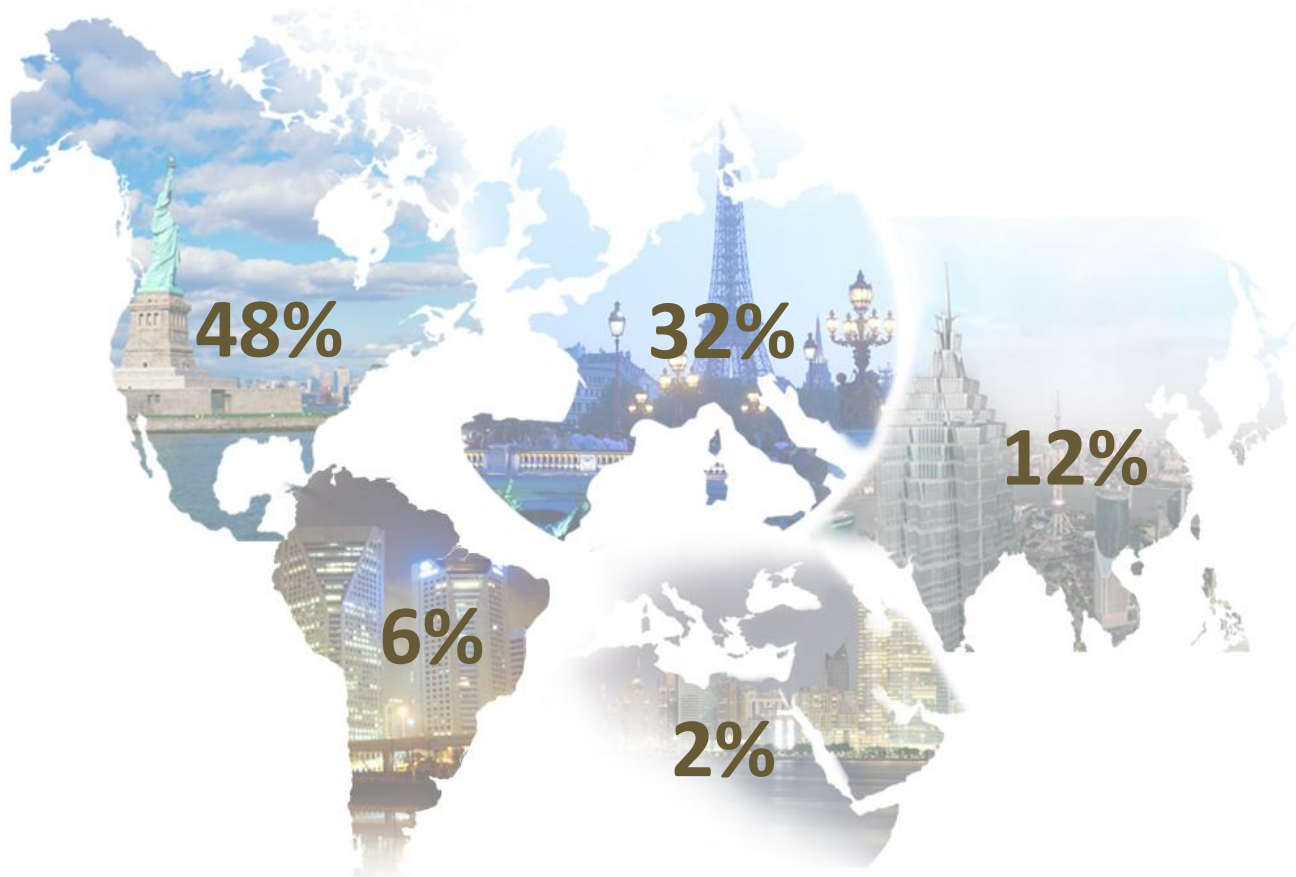
ORGANIC GROWTH BY COUNTRY

3rd Quarter 2011

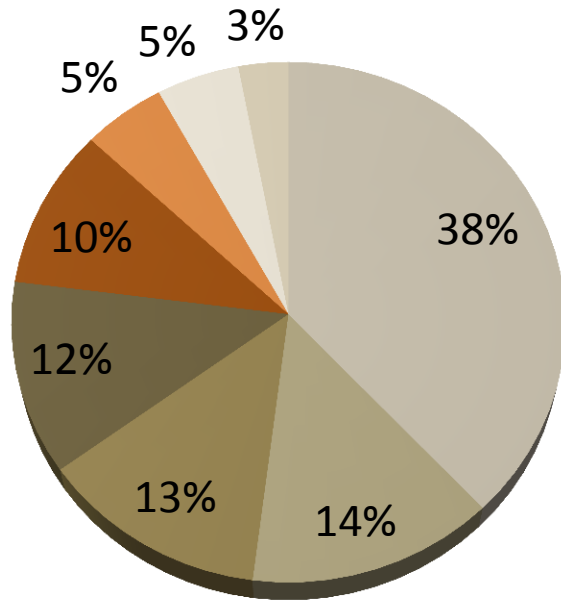
Organic Growth Rate	Q3 2011
Above 10%	Argentina, Germany, Greater China, India, Korea, Malaysia, Singapore, Spain, Switzerland
From 5 to 10%	Brazil, France, Philippines, Russia, Turkey, USA
From 0 to 5%	Canada, Japan, Sweden, UK
Below 0%	Arab Emirates, Australia, Belgium, Greece, Italy, Portugal

REVENUE BY GEOGRAPHY

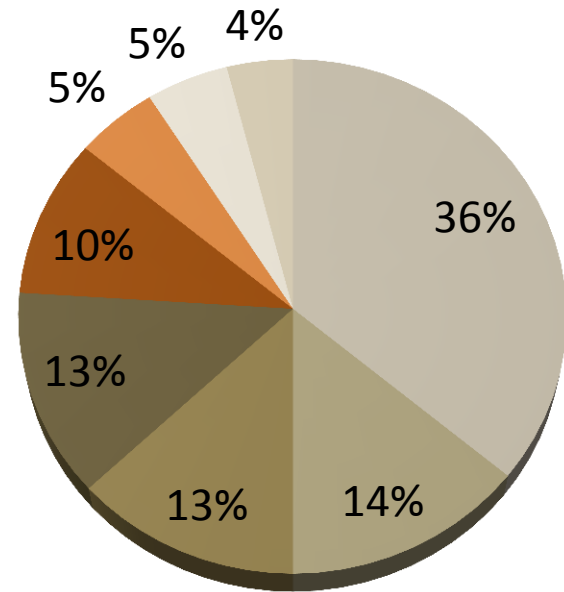
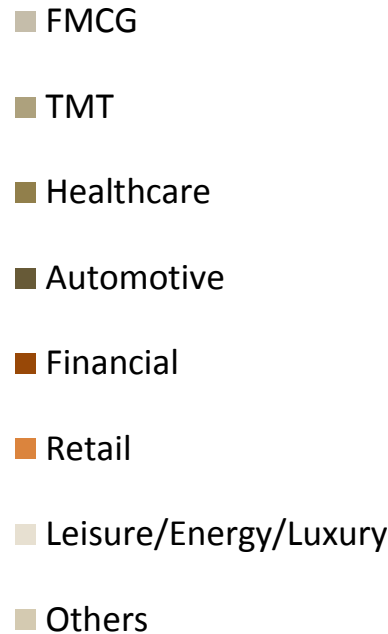
September 30, 2011 – YTD



REVENUE BY SECTOR



September 30 2010 - YTD

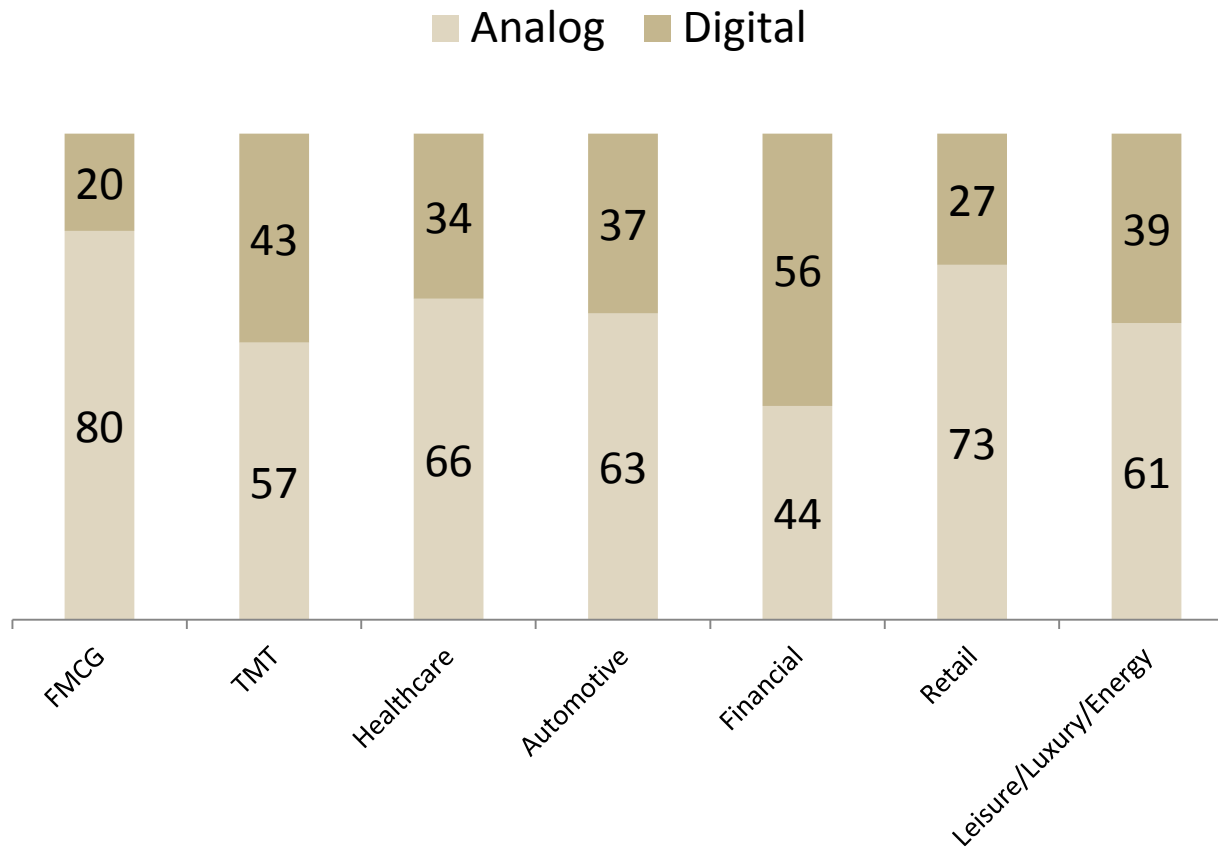


September 30 2011 - YTD

Stable and balanced portfolio

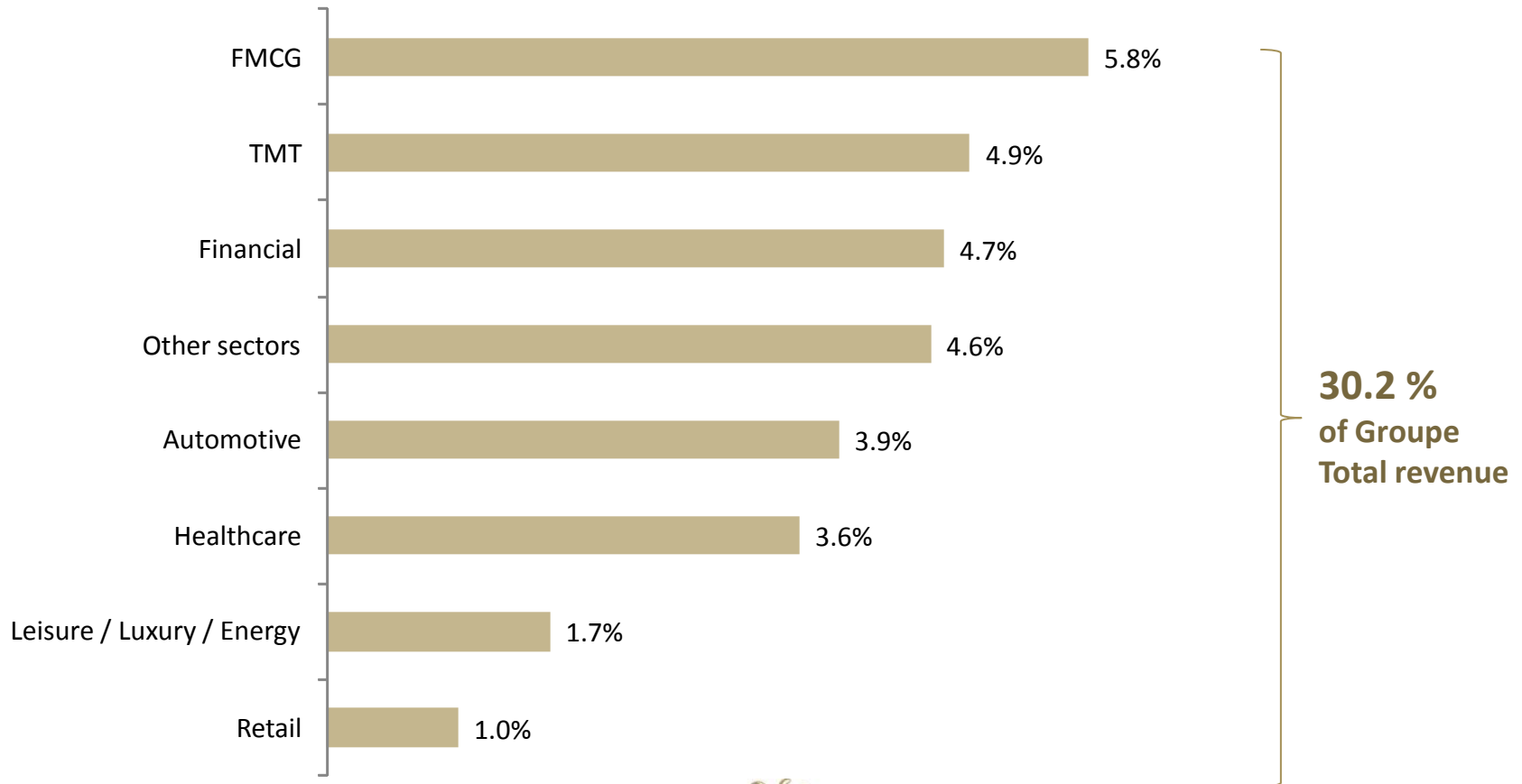


PART OF ANALOG AND DIGITAL REVENUES BY SECTOR



DIGITAL

■ Digital revenue represents 30.2% of total revenue - September 30, 2011 – YTD



REVENUE AND ORGANIC GROWTH CALCULATION

September 30, 2011 – Year to date

(EUR million)	H1	Q3	Sept. YTD
2010 Revenue	2,538	1,320	3,858
Currency impact	(58)	(68)	(126)
2010 Revenue at 2011 exchange Rate (a)	2,480	1,252	3,732
2011 Revenue before impact of acquisitions ⁽¹⁾ (b)	2,656	1,333	3,989
Revenue from acquisitions ⁽¹⁾	43	86	129
2011 Revenue	2,699	1,419	4,118
Organic Growth (b/a)	+7.1%	+6.4%	+6.9%

Currency impact (EUR million)			
	H1	Q3	Sept. YTD
GBP	0	(5)	(5)
USD	(67)	(56)	(123)
Others	9	(7)	2
Total	(58)	(68)	(126)

(1) Acquisitions (In-Sync, Resolute, AG2, G4, Amazon, Publicis Romania, 20:20, EastWei, Casablanca, Digital District, Publicis healthcare consulting, Frequence Medicale, C4L, Kitkatt Nohr, Airlock, Holler, Chemistry, Talent, ICL, GP7, Watermelon, S&S South Africa, Genedigi Group, Dreams, Rosetta Marketing Group, Big Fuel, LB Zurich Spillman/Felser, DPZ Group, Nuatt, Schwartz) net of disposals.

Exchange rate Sept. 30, 2011 : 1 USD = 0.712 EUR

1 GBP = 1.148 EUR



REVENUE BY GEOGRAPHY IN USD

September 30, 2011 - YTD

(USD million)	Sept. 30, 2011- YTD	Sept. 30, 2010- YTD	Var. 2011 vs 2010
Europe	1,858	1,582	17.4%
North America	2,751	2,525	9.0%
Asia Pacific	674	573	17.6%
Latin America	362	259	39.8%
Middle East & Africa	143	127	12.6%
Total	5,788	5,066	14.3%

All entities translated into US dollar using the following exchange rates:

Sept. 30, 2010: 1 USD = 0.761 EUR

Sept. 30, 2011: 1 USD = 0.712 EUR

GROSS DEBT SPLIT BY MATURITY

September 30, 2011

(EUR million)	Total	Oct. 2011 – Sep. 2012	Oct. 2012 – Sep. 2013	Oct. 2013 – Sep. 2014	Oct. 2014 – Sep. 2015	Oct. 2015 – Sep. 2016	Oct. 2016 onwards
Oceane 2018*	123			123			
Oceane 2014	670			670			
Eurobond 2012**	522	522					
Eurobond 2015**	257				257		
Oranes	19	3	3	2	2	2	7
Earn-out / Buy-out	397	142	105	64	42	40	4
Other debt**	254	173	1				80
Total gross debt	2,242	840	109	859	301	42	91

No Covenants



* Put Option in January 2014

** Including fair value of associated derivatives

NET DEBT SPLIT BY CURRENCY

September 30, 2011

(EUR million)	Total	EURO	USD	GBP	Others
Oceane 2018	123	123			
Oceane 2014	670	670			
Eurobond 2012*	522	522			
Eurobond 2015*	257	257			
Orane	19	19			
Earn-out / Buy-out	397	57	102	19	219
Other debt*	254	18	80		156
Total gross debt	2,242	1,666	182	19	375
Cash and marketable securities	(1,273)	(1,196)	688	(109)	(656)
Net debt	969	470	870	(90)	(281)

NET DEBT SPLIT BY RATE

(after interest rate swap)

September 30, 2011

(EUR million)	Total	Earn-out / Buy-out	Fixed Rate	Variable Rate
Oceane 2018	123		123	
Oceane 2014	670		670	
Eurobond 2012*	522			522
Eurobond 2015*	257			257
Orane	19		19	
Other debt*	254		80	174
Total gross debt excl. Earn-out / Buy-out	1,845		892	953
Earn-out / Buy-out	397	397		
Cash and marketable securities	(1,273)			(1,273)
Net debt	969	397	892	(320)