



## PUBLICIS GROUPE

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### PRESS RELEASE

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#### **136 PUBLICIS KEY EXECUTIVES INVEST STRONGLY IN THE "GROUPE"**

**Paris, March 24, 2009** – The co-investment program proposed to Publicis Groupe key executives around the world has been successfully completed. An independent structure (LionLead) has been created to handle the participants' personal capital contributions. Between March 9 and 17, 2009, LionLead acquired 1,772,152 Publicis Groupe shares for 35 million euros at an average price of 19.75 euros per share, representing a total of 0.9% of the company's share capital.

The executives who subscribed for the co-investment program did not receive any financing or guarantee from Publicis Groupe for their investments. The operation was financed by the participants' personal share contributions as well as direct borrowing from a financial institution.

These operations fall within the framework of the co-investment program approved by the Supervisory Board, announced on March 11, 2009. Under this program, the investor-executives will receive free shares rewarding loyalty and may also receive performance-related free shares based on Publicis Groupe's organic growth and operating margin, when compared with that of its peers over a three-year period.

Concerning the members of the Management Board, the free share allocation will be in compliance with the AFEP/MEDEF recommendations of October 2008. These free shares will only be awarded based on the Groupe's organic growth and operating margin performance by comparison with its peers.

Maurice Lévy, Chairman and CEO of Publicis Groupe declared, *"Our Groupe has just completed two operations aimed at more closely associating all of our employees. The first program concerns the Groupe's decision to issue 50 free shares to all staff around the world (to be implemented in France before this summer and to be progressively implemented in other countries over the next two years). The second program offers the Groupe's key executives the option of personally and directly investing in the Groupe. All key executives who will be investing will participate in a retention program (free shares offered after three years presence) and an incentive program based on the Groupe's outperformance of the market on two criteria : organic growth and operating margin over a long-term period (three years). In this deteriorating economic context, these decisions clearly illustrate the commitment of the key executives to the Groupe and that of the Groupe toward all its employees."*

**About Publicis Groupe**

Publicis Groupe [Euronext Paris: FR0000130577] is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media agency, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying agency is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and Marketing Services offer healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

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