



PUBLICIS GROUPE

PRESS RELEASE

Paris, December 17, 2004

PUBLICIS GROUPE S.A. Euro 1,000 million Multi-Currency Revolving Credit Facility

Publicis Groupe S.A. is pleased to announce that it has signed today a Euro 1,000 million Multi-Currency Revolving Credit Facility (the "Facility") via Mandated Lead Arrangers ABN AMRO Bank N.V. (Bookrunner), Banc of America Securities Limited (Bookrunner), BNP Paribas (Bookrunner), Calyon, Citibank International Plc (Bookrunner), HSBC CCF and Natexis Banques Populaires (Bookrunner). The Facility was increased from an original amount of Euro 850 million following a strong oversubscription. The Facility has a maturity of 5 years and is intended for general corporate purposes including the refinancing of the existing Euro 700 million Revolving Credit Facility signed in November 2003 and subsequently further increased to Euro 770 million.

The Facility carries an out-of-door margin of 27.5 basis points over Euribor and utilization fees bringing the fully-drawn margin to 35.0 basis points over Euribor and a commitment fee of 35%.

Banks were invited to participate in the deal at the level of Arranger or as a Co-Arranger. The following banks joined the deal:

- MLA: ABN Amro, BNP Paribas, Bank of America, Citigroup, Natexis, Calyon, HSBC
- Arranger: CIC, RBS, SG
- Co-Arranger: ANZ, Barclays, ING, Deutsche Bank, IXIS, Morgan Stanley, West LB

This facility completes action over the past two years designed to:

- Enhance liquidity
- Extend average maturity of debt
- Reduce average debt servicing costs, taking advantage of market opportunities as they arise.

Jean-Michel Etienne, Publicis Groupe's Chief Financial Officer, comments: *"I am very pleased that we have successfully completed this key stage in our plans for refinancing and improved liquidity. We can now focus on improving cash flows, our financial ratios and the simplification of our balance sheet"*.



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Publicis Groupe (Euronext Paris: FR0000130577 and member of the CAC40 Index - NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. Its activities span 109 countries on six continents.

Groupe activities cover **advertising**, through three autonomous global advertising networks: Leo Burnett Worldwide, Publicis Worldwide, Saatchi & Saatchi Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned ; **media consultancy and buying** through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and **marketing services** and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

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

<p>Contacts : Frédéric Coutant, Group Treasurer – +33 (0)1 44 43 65 18 Pierre Bénaich, Investor Relations – +33 (0)1 44 43 65 00 Eve Magnant, Corporate Communications – +33 (0)1 44 43 70 25</p>
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