



PRESS RELEASE

**PUBLICIS ACQUIRES METRO ADVERTISING
IN INDONESIA**

JAKARTA - December 19th, 2001— Publicis announced today that it is acquiring 51 per cent interest in **Metro Advertising**, one of Indonesia's major advertising agencies.

Consistent with its continued commitment to Asia, Publicis marks new steps today in its network expansion with the acquisition of **Metro Advertising** in Indonesia.

"We are facing a remarkable development with our international clients and we want to give them everywhere the best services. In Indonesia, we lacked critical mass, with Metro, not only we do get it, but we have the right teams, creativity and services to further develop our presence", says **Maurice Lévy**, Chairman and CEO of Publicis Groupe SA.

Metro Advertising was founded in 1972 and was one of the first full-service agencies with full accreditation to the media. Founders and talented entrepreneurs Henry Saputra and Hendra Soesanto, forged their business with a strong, very united and loyal team. The company has become a benchmark for its client dedication: "We value professional and business partnerships as much as we value family".

The agency, standing as one of the pillars in the Indonesian ad industry, has always put a premium in developing and training young talents across all fields of advertising. A "no-nonsense" and a hands-on management approach are some of the key values of **Metro**. The agency's stability is proven, having thrived even during critical crisis years. **Metro Advertising** works today for major local and international companies such as Indofood, Metlife, Sampoerna (producing ST Dupont cigarettes), Indomobil (distributing Renault cars), Nestlé, Hewlett-Packard and L'Oréal, among others.

"Joining an international network was a big decision, and we only wanted to do it when we were certain of the benefits it would bring to our clients and our staff. We chose Publicis for its young, rapidly expanding network in Asia providing growth objectives and potential, hand in hand with its local agencies" says Managing Director Henry Saputra. "But above all, the common ethics that both Publicis and Metro embodied made for a perfect partnership: sense of family, uprightness, involved management".



For Guillaume Lévy-Lambert, Asia Pacific Chairman for Publicis Worldwide, the acquisition of Metro is a significant move in the expansion of Publicis presence in South-East Asia and in the coverage of major regional and international clients such as Sampoerna, Nestlé, and Hewlett-Packard. "They can offer the kind of high quality expertise that will help clients to expand their brand equity in the market place" he says.

"They have a strong media base, a very talented senior management, and a hard-working team, committed, passionate about their clients' business and brands: a bunch of people I am proud to be working with" concludes Lévy-Lambert.

Under its new name, **Publicis-Metro** growth forecasts for 2002 are very encouraging: "At least 30% growth in gross billings, in spite of the ever-changing political, economic and social landscapes prevailing in Indonesia", asserted Mr. Saputra. "We are immediately putting in place the complete Publicis infrastructure and opening a **Publicis-Dialog** agency (marketing services), **Optimedia** (media planning and buying), and we will be able to support Saatchi & Saatchi presence in Indonesia with our strong back office services".

* * *

Publicis Groupe SA (Euronext Paris: 13057, NYSE: PUB) is the world's sixth largest communications group (AdAge ranking, April 2001), with operations in 102 countries around the world.

The Groupe's activities include advertising, marketing services and specialized communications, including public relations, corporate and financial communications, ethnic group communications, healthcare communications. It is also ranked third worldwide in media consultancy and media space buying. This comprehensive range of services is made available to clients through three autonomous worldwide networks: Publicis Worldwide, Saatchi & Saatchi Worldwide and Fallon Worldwide, in addition to its two consultancy and space buying networks, Optimedia and Zenithmedia.

Today Publicis is the media group that proven most successful at anticipating both advertisers' needs and trends in consumer tastes through a new communication concept called the Holistic Difference which has generated new levels of impact in such campaigns as the euro 2002 Information Campaign for the European Central Bank and the twelve national central banks of the euro region.

Publicis Groupe SA reported year 2000 billings of EUR 14.9 billion (pro forma), revenues of EUR 2.2 billion and net income (after amortization of goodwill) of EUR 181 million.

#