



PUBLICIS GROUPE

PRESS RELEASE

Paris, March 16, 2010

The Publicis Groupe Supervisory Board, chaired by Madam Elisabeth Badinter, met today and decided the bonuses of the members of the Management Board (Directoire) (Maurice Lévy – Chairman & CEO, David Kenny, Jack Klues, Jean-Yves Naouri, Kevin Roberts). Each member of the Directoire individually has decided to renounce the total amount of their bonus for the year 2009. Although Publicis Groupe has just achieved the rank of 3rd largest communications group in the world and even though the Annual Results were excellent, both in relative and absolute terms, and better than those of all its competitors (on growth, operating margin and net margin), the members of the Directoire insisted on taking this decision as a gesture of solidarity with the Groupe's employees.

The latter have made substantial efforts throughout the year 2009 to help our clients surmount the economic crisis, and have done so in spite of the fact that the Groupe had instituted a hiring and salary freeze.

After a year 2009 in which the Groupe achieved the best performance in the industry, and an encouraging start to the year 2010 with an exceptionally sound balance sheet, the Directoire is confident in the ability of the Groupe to outperform again in 2010, continuing its strategy to win.

About Publicis Groupe Publicis Groupe [Euronext Paris: FR0000130577] is the world's third 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 is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas and Razorfish. Publicis Groupe launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Razorfish, 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. Web site: www.publicisgroupe.com

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