

PRESS RELEASE

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PUBLICIS ANNOUNCES STRONG FIRST-HALF RESULTS-- NET INCOME INCREASED OVER 50 PER CENT ;

--Foresees At Least 30 Per Cent Gain In Billings And Profit For Full Year--

Paris, September 14, 2000--PUBLICIS S.A. (NYSE:PUB) announced today a 43 per cent increase in billings and a 54 per cent jump in net income for the first half of 2000. The Group also said that both billings and profit are expected to increase by at least 30 per cent for the full year.

Maurice Levy, Publicis Chairman and CEO, said, "This solid six-month performance is a result of the Group's successful global expansion, strong new business wins worldwide, as well as intensive global development of our core communications businesses. Publicis's first-half has also been distinguished by the exceptional acquisition of Saatchi & Saatchi, making Publicis Groupe SA the fifth-largest communications group worldwide."

Half-year figures are:

	<u>2000</u>	<u>1999</u>	<u>Percentage Change</u>
Billings:	4.6 Billion euros	3.2 Billion euros	
+43%			
Revenue:	687 Million e	486 Million e	+42%
Net operating income, Group share:	56 Million e	40 Million e	+39%
<i>(before extraordinary items and goodwill depreciation)</i>			
Consolidated net income, Group share:	52 Million e	34 Million e	+54%
<i>(after extraordinary items and goodwill depreciation)</i>			
Cash Flow:	90 Million e	65 Million e	+38%

On a comparable basis (excluding acquisitions) , the first-half figures are:

	<u>2000</u>	<u>Percentage Change Over 1999</u>
Consolidated Net Income, Group share:	50 Million euros	
+24%		
<i>(before goodwill depreciation and extraordinary items)</i>		
Consolidated Net Income, Group share:	51 Million euros	
+52%		
<i>(after goodwill depreciation and extraordinary items)</i>		

First-Half 2000 Highlights:

Continuing global expansion of Publicis

While the Saatchi & Saatchi PLC acquisition was the most high-profile transaction this year, Publicis also strengthened its global position and enhanced its competitive advantage in other significant ways. In the U.S., the Group acquired Frankel in marketing services, DeWitt in media planning and buying, Winner & Associates in public affairs and the critically acclaimed creative agency, Fallon. In Europe, Publicis acquired German agency Boebel-Adam, which merged with Publicis Frankfurt. In Latin America, the Group acquired the leading Peruvian agency, Publicis Asociados, based in Lima.

Strong development in key lines of business

Key lines of communications business grew strongly in a number of areas

- The Group's business within the global *Internet* marketplace has expanded considerably through the creation of such companies as Publicis.Net, [Interactive@Optimedia](#), and Medias & Regies Interactive. Additionally, the Group has made other major moves in developing its global Internet capabilities through its new partnerships with Cap Gemini and Ernst and Young Consulting to help businesses master CRM (Customer Relationship Management), and with IBM for development of mobile Internet services (WAP).
- The Group's business in *Marketing Services* has been enhanced with the development of the Publicis Dialog network, now present in 13 countries, as well as the acquisition of the American agency Frankel.
- Publicis has expanded its business in the area of *Financial and Corporate communications and public relations* through the expansion of Publicis Consultants in the United States.

New business wins

Publicis advertising agencies experienced strong new business growth in the first half. More than 300 new clients and nearly *one billion euros* of new billings were won during that period worldwide, including more than 300 new clients. These include, multinationally, the account for Syngenta; in Canada, Microsoft and the CIBC Bank; in the United States, Citibank, Spring Broadband, Citizen watches, Fuji cameras, Principal Financial Group, IMX Exchange, Car Toys, Discovery Communications, Office Max, Long John Silver, Archipelago, Webvan, Doughnet.com; in Austria, Coca-Cola and Tele.ring telecommunications; in Germany, Bertelsmann, the Bundesbank campaign for the euro, Glaxo Wellcome, Data Design; in Greece, Whirlpool; in Spain, the National Lottery, Quiero TV, Calvo, Dewar's White Label; in Finland, Astra-Zeneca; in the U.K., chello broadband, Jungle.com; in France, Cristallerie d'Arques and Vizzavi; in Colombia, Colombia Telecommunications; in Brazil, Dakota, in New Zealand, Coca-Cola and Clear; in Australia, Commonwealth Bank; in Singapore, DataOne/Telstra, and Sampoerna St Dupont; in the Philippines, Ericsson and Digital Communications; in Japan, Renault; and in India, Centurion Bank.

Sustained activity at Medias & Regies Europe

Several factors contributed to strong growth:

- Strong growth in print and transit space sales with Metrobus up 22 per cent and urban furniture signage up 16 per cent.
- The international roll-out of Mediavision, a company specializing in cinema advertising sales.
- Strong web space sales with, in particular, Le Monde Publicite (l.regie.com) and Espaces Liberation (Liberation Web).
- The creation of Medias et Regies Interactive.

Full-year outlook

The outlook for the full year is based on performance to date, along with the effect of the decisions made by the Extraordinary Shareholders Meeting of August 29, approving the acquisition of Saatchi & Saatchi, a worldwide company with very strong growth potential. Publicis foresees an excellent year, with growth surpassing 30 per cent in both billings and profit, not taking into account the impact of the Saatchi & Saatchi acquisition.

Acquisition of Saatchi & Saatchi

In line with the timetable announced on June 20, the acquisition of Saatchi & Saatchi is now complete, following the overwhelmingly favorable votes of shareholders of both groups.

The final parity for the exchange of shares was established by the Publicis Directoire at the rate of 18,252 new Publicis shares for 100 Saatchi & Saatchi shares.

To compensate for the Saatchi & Saatchi share purchase, a capital increase of 103,092,225 Francs has been realized. Following that increase, the capital of the new group, called Publicis Groupe SA, is apportioned as follows:

<u>Entity</u>	<u>% Shares</u>	<u>% Voting Rights</u>
Mme Elisabeth Badinter	5.73	9.19
Somarel	22.84	36.63
Putnam	3.78	3.02
Auto-controlling shares	3.99	--
Public 26.76	33.24	
Former Saatchi & Saatchi Shareholders	30.42	24.4
TOTAL	100	100

On September 12, 2000, shares in Publicis Groupe SA, began trading on the New York Stock Exchange under ticker symbol PUB.

First-half year accounts for Publicis SA, presented by Maurice Levy, President of the Directoire, were approved on September 14, 2000 at a meeting chaired by Madame Elisabeth Badinter as Board President.

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