



PUBLICIS GROUPE

PRESS RELEASE

Paris, April 22, 2010

FIRST QUARTER 2010 REVENUE

- BACK TO GROWTH -

- **Revenue: EUR 1,162 million**
- **Growth (as published): +8.1%**
- **Organic growth: +3.1%**
- **Net New Business: USD 1.2 billion**

- Maurice Lévy, Chairman and CEO of Publicis Groupe

"The numbers published by Publicis today exceed even our most optimistic forecasts. To be back to published growth of over 8% and organic growth in excess of 3% is truly satisfying. Digital activities grew more than 15% and now account for 27% of our revenue.

Our first-quarter revenue and the new accounts won, bear witness to the attractiveness of our offering and to the dedication of our people. We are grateful to our clients for their loyalty and invest to help them anticipate future changes. This is why we chose to commit to digital at a very early stage, and strongly, in anticipation of the necessary transformations our business would undergo given the in-depth changes to society.

All this now enables us to reap the full benefits, as of this first quarter, of the recovery taking place notably in the USA and in the emerging economies.

It is too early to say that the global economy has put the crisis completely behind it. The recovery is still fragile and subject to a complete recovery of the global financial system. However, it should be stressed that companies have reacted with great speed, energy and eagerness to exit the crisis.

Without yielding to undue optimism, the year has started in a way that bodes well for a 2010 financial period that will be closer to our usual level of performance."



I. REVENUE

Publicis Groupe's consolidated revenue for the first quarter of 2010 was 1,162 million euro, up 8.1% on the corresponding period in 2009.

Organic growth was 3.1% in the first quarter of 2010, after a 4.4% decrease for the corresponding period in 2009 and 5.4% negative growth in the fourth quarter of 2009. Since the third quarter of 2009, the situation has been constantly improving and the Groupe is now back to positive organic growth in the first quarter of 2010.

II. 1ST QUARTER 2010 BUSINESS ACTIVITY

In a context of continued deterioration of the advertising market up until the autumn, 2009 enabled Publicis Groupe to demonstrate the resilience of its business model. The figures for the first quarter of 2010 confirm the group's expectations of a return to growth. This positive development can be mainly ascribed to the group's strategic decisions of recent years, namely to invest substantially in digital services as growth drivers in mature markets and clearly so in the USA, and to expand operations in high-growth countries such as China, India or Brazil.

In the first quarter of 2010, advertising generated 34% of total revenue (vs 38% in 2009), SAMS (specialised marketing services which include all digital services) reached 47% (vs 41% in 2009) and media activities 19% (vs 21% in 2009).

The Groupe's digital businesses accounted for 27% of its total revenue at March 31, 2010, compared with 20.1% in the first quarter of 2009.

The combination revenue of digital activities and the emerging economies accounted for 47.1% of the Groupe's consolidated revenue in the first quarter, very close to its 2010 objective of 50% for these two segments.

The client portfolio is well balanced and all sectors were showing growth in the first quarter of the year.

Breakdown of 1st quarter revenue by region

(euro million)	Revenue		Organic growth	2010/2009
	1 st quarter 2010	1 st quarter 2009		
Europe	369	357	-1.5%	+3.4%
North America	579	526	+4.8%	+10.0%
Asia-Pacific	131	114	+6.7%	+14.9%
Latin America	55	51	+9.8%	+8.7%
Africa and Middle East	28	27	+7.2%	+3.7%
Total	1,162	1,075	+3.1%	+8.1%



Europe, which was down 1.5% overall, was a combination of contrasted situations. France posted remarkable growth of +8.4%. Conversely, in the northern European countries, including Germany, growth remained negative. The UK was back to positive growth (+1.4%), while southern Europe was still slightly negative (-1.8%) despite improvements in Spain.

North America experienced an excellent recovery with +4.8% growth (5.6% in the USA excluding Razorfish) thanks to digital services and good performance in retail, financial services and healthcare, as well as the stabilisation of the automotive sector.

Asia-Pacific was back to positive growth with substantial improvements in India and Korea, and return to growth in China.

Latin America benefited from growth in all countries, especially in Columbia, Mexico and Brazil.

Africa and the Middle East experienced positive growth once again, after a weak period sparked by the financial crisis in Dubai.

Organic growth in the emerging economies was +6.2% in the first quarter.

III. NUMBERS IN US DOLLARS

2009 revenue in US dollars for the 1st Quarter 2010 would be US\$ 1,608 million, up 14.9% on last year

IV. THE NETWORKS

The notable improvement in the economic situation has been felt by all the Groupe's networks: by VivaKi, of course, given the particular importance of digital services, not to mention the continued improvement at Publicis Healthcare Communications Group (PHCG) and the beginning of good recovery by MS&L Group which has started the year well particularly in terms of new business.

The sharpest recovery has been that of Leo Burnett where performance has been improving constantly, who have been awarded a number of substantial accounts and who have received an impressive number of creativity awards.

V. RAZORFISH

First-quarter organic growth was calculated without Razorfish which was acquired on October 13, 2009. In the 1st quarter of 2010, Razorfish posted growth of +8.6%.



The integration of Razorfish is going as scheduled. Cooperation with the Groupe's different entities is being implemented around common clients and the outlook is very promising. The margin is also improving as planned.

VI. COST MANAGEMENT

Though it has improved, the economic environment remains fragile and the Groupe intends to continue the efforts it has been making in 2009 to contain costs and strengthen the balance sheet. Due to the crisis, salaries and recruitment were frozen since late 2008. These measures will be discontinued gradually as the Groupe's entities progress.

Throughout 2010, the Groupe will continue to manage its operating costs, especially through streamlining operations such as the simplification of structures or the consolidation of SSCs (Shared Service Centres) like "Americas".

The ERP project launched in early 2009 should start coming on stream by year end or beginning of 2011 at the latest.

VII. NEW BUSINESS: USD 1.2 BILLION IN NET WINS

Publicis Groupe booked US\$1.2 billion in net new business during the first quarter of the year, thus demonstrating the attractiveness of its offering (list appended).

April is encouraging with wins including McCain Food in India, Belle Avenue and Black Canyon in Thailand, Goodyear and CA in the United States, Nestlé in Mexico and Telefonica/ Movistar in Spain, for instance.

VIII. NET DEBT AT MARCH 31, 2010

On January 4, 2010, Publicis Groupe SA began its share buyback programme for a maximum of 2,700,000 shares. At March 31, 2010, a total of 2,264,297 shares had been bought back at a cost of 66 million euro.

On January 18, 2010, Publicis Groupe SA proceeded with the early redemption of 617,985 bonds (2018 Oceane bonds) for 28 million euro (Oceane Publicis Groupe SA 2018-2.75%-FR0000180127).

At March 31, 2010, Net debt was 707 million euro, down from 1,097 million euro at March 31, 2009.

IX. OUTLOOK

Back in December, ZenithOptimedia revised its 2010 global advertising expenditure forecast upwards, to 0.9%. Its most recent forecasts (April) anticipate growth of 2.2%.



After 18 months of forecasts being consistently revised downwards, this new development is clearly a turning point. It is a turn of events that combines numerous economic forecasts revised upwards, better corporate results and stronger balance sheets that suggest an upswing in investment.

The return of high growth rates in various emerging economies, particularly in China, combined with the recovery in the USA and despite stagnation in Europe, have led Publicis Groupe to confirm it will continue to pursue its objective of market share gain, while remaining constantly focused on cost management.

In this context of considered optimism, Publicis Groupe should once again achieve growth that will outperform the sector in 2010.

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Forthcoming AGM: June 1, 2010 at 10 a.m (publiciscinemas)

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 with Publicis Healthcare Communications Group (PHCG), sustainability communications and multicultural communications. With MS&L Group, one of the world's top five PR and Events networks Publicis Groupe expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events, sports marketing and events. Web site: www.publicisgroupe.com

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APPENDIX

NEW BUSINESS IN THE 1ST QUARTER OF 2010

USD 1.2 billion (net)

KEY WINS

DIGITAS

Electronic Arts (Brazil), Topper (Brazil)

FALLON

Cadbury (UK), French Connection (UK), Nokia (global)

LEO BURNETT

Chrysler (UK, Germany, Turkey), Samsung (Malaysia, Czech Republic, Thailand), COI/BIS (UK), Research in Motion- Blackberry (UK), DUFY- duty free (Mexico), Sigma Alimentos (Mexico), Koleston (Colombia), Nestlé (Guatemala), Sanofi-Aventis (Guatemala), Canon (Thailand), Amway (China), Siemens (China), Merrill Lynch (Korea), British Council (Sri Lanka), BMW (Malaysia), Pilipinas Shell (Philippines), Arla Food (Russia), Nycomed (Latvia), The ITI Group (Poland), Altıparmak (Turkey), El-Bi Electrics (Turkey), Turkcell (Turkey), Ülker (Turkey)

MS&L GROUP

What's on (India), World Gold Council (China)

PUBLICIS WORLDWIDE

Dolce Gusto (France, USA), Chevrolet (USA), Chrysler (Canada), City of Toronto, Metro (Canada), Siemens Energy (Germany, Asia), Telefonica/Movistar (Spain), Sky Digital (UK), Café do Brasil (Italy), Orogel (Italy), J.K. Helene Curtis (India), Reserve Bank of India, VIP Bags (India),

SAATCHI & SAATCHI

Arla Foods - Lurpak (Global except for UK), BNP Paribas (Poland), Red.es *digital TV* (Spain), Chrysler & Dodge SUV (China), Vinda (China), Carlsberg: Dali, Wusu, XiXia (China)



STARCOM MEDIAVEST GROUP

Honda (Germany, Italy, Norway, Poland, Sweeden, UK), CBS Film (USA), Turner (USA), Napa Auto Parts (USA), Nintendo (Netherlands), Dutch Government (Netherlands), Van Haren (Netherlands), Silesia Voivodship (Poland), Ministry of Environment (Poland), Skyways (Sweeden), FEW *Online Retail* (Sweeden), Prudential Direct Insurance (Taiwan).

ZENITHOPTIMEDIA

Aviva (global), Reckitt Benckiser (global), Beijing Tourism Board, China Merchant Bank, Maoduoli (China), Electrolux (Vietnam), Georgia Pacific (Romania), Vivartia (Romania), BN Telecom (Turkey), Dyo (Turkey), Pegasus Airlines (Turkey), SAB Miller (Ecuador), Axtel (Mexico).

2010 PRESS RELEASES

08/01/10	Share repurchase program
11/01/10	Partnership between the Women's Forum and Terrafemina
18/01/10	OCEANES 2018 – early redemption
05/02/10	Lov Group and Publicis Groupe in exclusive negotiations
17/02/10	2009 Annual Results
16/03/10	Management Board bonuses
30/03/10	Publicis Groupe acquires a minority stake of Brazilian agency Taterka Comunicações
06/04/10	Publicis Groupe Acquires In-Sync Healthcare Agency

For further information: www.publicisgroupe.com