



PUBLICIS GROUPE

PRESS RELEASE

Paris, April 29, 2008

Q1 2008 Revenue

- **Revenue: EUR 1,061 million**
- **Growth at constant exchange rates*: +8.2%**
- **Organic growth: +5.4%**
- **New Business: USD 1.9 billion**
(Publicis Groupe ranked No. 1 by Lehman Brothers)

* 2007 at the 2008 exchange rates

"Publicis Groupe had a healthy first quarter with sector-wide top ranking for New Business (USD 1.9 billion) and solid growth that was more in line with our usual standards.

Our Healthcare communications business, still adversely impacted by the difficulties of the sector, should be back to positive growth before the end of the year. It should be pointed out that, excluding Healthcare communications, our growth has been 7.5%.

The strategy deployed in recent years and the investments to bolster our digital activities and expand business in the emerging countries are producing very positive results that should continue and even improve over the next two to three years. Our margins and financial indicators in the first quarter were in line with our plans. "

Maurice Lévy, Chairman and CEO of Publicis Groupe



I. Revenue Growth

The Groupe's consolidated revenue for Q1 2008 amounted to EUR 1,061 million, up 8.2% on Q1 2007 at constant exchange rates.

The impact of currency translation was EUR 79 million, of which 77% was due to the weakening of the dollar over the period (-12.6%).

For the purposes of comparison with our main US competitors, Publicis Groupe figures have been recalculated in USD. Revenue thus totaled USD 1,590 million, i.e. a 14.6% increase, of which an 8.2% increase for North America.

Revenue in Q1 2008 included EUR 27 million of revenue from acquisitions.

II. Q1 2008 Business Review

The strong growth achieved in the first quarter can be attributed to virtually all the Groupe's activities with the exception of Healthcare communications, which continued to suffer from industry difficulties.

As expected, the strongest growth rates were achieved by digital businesses (over 20%), followed by media activities which are still posting double-digit growth. It should be noted that organic growth was strong in all businesses, excluding healthcare, in North America.

Q1 Revenue by Geographic Region

<i>(EUR million)</i>	Revenue		Growth	
	Q1 2008	Q1 2007	Excl. exchange rate impact	Organic
Europe	403	389	+6.1%	+3.2%
North America	466	492	+8.8%	+5.3%
Asia-Pacific	116	108	+12.7%	+11.9%
Latin America	52	47	+ 6.3%	+6.3%
Africa and Middle East	24	23	+14.3%	+14.3%
Total	1,061	1,059	+8.2%	+5.4%



- **Europe:** A marked pick-up in growth in France, the UK, and Germany should be noted.
- **North America:** The region's strong growth was driven by the digital and media businesses.
- **Asia-Pacific:** Performed very well with particularly high growth in Greater China, India, and Korea.
- **Latin America:** Argentina and Venezuela achieved excellent growth.
- **The Middle East and Africa:** Continued to record strong growth.

Organic growth in the CRI countries (China, Russia, and India) averaged 21.4%.

Since the Groupe's strategy is to reinforce its digital business and its presence in emerging markets, it is important to note that digital accounts for 18.4% of revenue in Q1 2008 compared to 12.8% in Q1 2007 and that emerging markets increased from 19.5% in Q1 2007 to 21.6% of our revenue in Q1 2008.

III. First Quarter 2008 Highlights

■ External Growth and Strategic Developments:

External growth continued as follows:

- In January, acquisition of Act Now, the San Francisco-based pioneer in sustainable development consulting. Act Now joined the Saatchi & Saatchi network and became Saatchi & Saatchi "S" ("S" for sustainability).
- In February, Publicis Groupe announced the acquisition of La Vie est Belle, the advertising, events, public relations and on-line communications agency. La Vie est Belle was then merged with Paname and the new entity was named Publicis Full Player.
- Finally, the Groupe completed the acquisitions of Italian media agency Muraglia, Calzolari & Associati and Indian public relations agency Hanmer & Partners.

Solutions | Digitas was launched in line with the Groupe's growth strategy and emphasis on developing the digital business while expanding into emerging markets. Digitas was already present in China, and has expanded into India and Singapore in conjunction with Solutions, an entity acquired two years ago by Publicis Groupe.

In January, Publicis Groupe announced its collaboration with Google. This partnership is a turning point demonstrating the Groupe's vision of open systems that foster various forms of cooperation with leaders in the fields of interactive media and search engines.



■ **New Business: Net Accounts Won Total USD 1.9 billion**

The first quarter was particularly rich in terms of new accounts won, notably including Yoplait (Publicis Conseil), BT (Starcom Mediavest and Publicis), L'Oréal (ZenithOptimedia), Lunesta (Kaplan), Miller (Saatchi & Saatchi), Delta (Digitas), AXA (Publicis Conseil), Cadbury, Bank Of America, Emirates (Starcom Mediavest).

These achievements ensured Publicis Groupe the No. 1 ranking for New Business for the first three months of the year (Lehman Brothers scorecards, April 11).

■ **Marcel Bleustein-Blanchet Inducted into the Advertising Hall of Fame**

The American Advertising Federation inducted Publicis Groupe's founder Marcel Bleustein-Blanchet, into the American Hall of Fame, the first ever non-American, thus acknowledging the Groupe's contribution to advertising in America and worldwide.

IV. Outlook

Despite the difficult context still affecting the economic situation, Publicis Groupe expects good growth this year driven by the digital and media businesses, emerging economies, and very positive New Business.

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***Forthcoming AGM: June 3, 2008 at 10 a.m. (Publiciscinemas)
Publicis Groupe Digital Day: June 25, 2008 (Paris)***

Publicis Groupe is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe offers local and international clients a complete range of communication services, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services offering healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

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Appendix

New Business in Q1 2008

USD 1.9 billion (net)

Key New Business Wins

Leo Burnett:

AAPT (Australia), Aviva Insurance (Taiwan), Carrefour Telecom (Taiwan), China Mobile (Greater China), Confitecol (Latin America), GMR Sports Pvt Ltd (India), Heineken (Hong-Kong), ING Insurance (Malaysia), Jumeirah (Dubai), Mayfair (Morocco), McDonald's (UK), SAMS Club (Brazil), Vanke (China), Veinsa – Mitsubishi (Latin America)

Publicis:

AXA (France), Citi (Italy), Citibank (Brazil), Fagor (Spain), LG Electronics (Italy), Manpower (France), Nestlé (Mexico), Slendertone (UK), PMU (France), Yoplait (France)

Saatchi & Saatchi:

ArcelorMittal (United-Kingdom), Atlantis (United-Kingdom), Guinness (UK), Miller (USA), Sanyo Electronics (New-Zealand), Senior's Money (Canada), MengNiu (China), Volvo (Germany), Wal-Mart (USA)

Starcom MediaVest Group:

Avon Cosmetics (Colombia), Bank of America (USA), Bauer (UK), Cadbury (France), Coca-Cola (Asia-Pacific), Emirates (UK), Samsung (Enero'08) (Argentina), Samsung (UAE)

ZenithOptimedia:

AMVIX (Greece), Aston Martin (UK), Barclay's (Spain), Berker Mama (Turkey), Bratz (Spain), Chicco (Spain), Control (Spain), Dopod (Greater China); FHB (Hungary), Galata Town (Turkey), Godfrey's (Australia), Goldas (Turkey), James Boags (Australia), Kervan (Turkey), Kilim (Turkey), Lievitalia (Italy), L'Oréal - Media Buying (France), Mega Brands (UK), O2 Digital (UK), Opfermann (Germany), PGA (Greece), Poltronsofa (Italy), Schering Plough (UK), Warner Music Group (UK), WWF (UK)

**Publicis Healthcare Communications Group (PHCG):**

GTx / Acadopene – Medicus (USA), Solvay/Zolip (USA), Sanofi-Aventis/Multag – Saatchi & Saatchi Consumer Health and Wellness (USA), UCB/brivaracetam – Medicus (USA), Auxilium/Testim – Medicus (USA).

Public Relations and Corporate Communications (PRCC):

AXA (Netherlands), Bouygues (France), Bureau Veritas (France), EBSCO (USA), EU-China (Europe / Greater China), Groupama (France), Jardiland (France), Ministère de l'Economie et du Travail (France), Morgan (France), Saison Culturelle (France).

Digitas:

Delta (Global), Marks & Spencer (UK), Samsung (Global).

Kaplan Thaler Group (United States):

Lunesta (USA), Aflac (USA).

Q1 2008 Press Releases:

10/01/08	Marcel Bleustein Blanchet – First Frenchman inducted into the American Advertising Hall of Fame
18/01/08	Maurice Lévy honored by the American Anti-Defamation League's 2008 Award
22/01/08	Collaboration between Google and Publicis Groupe
31/01/08	Acquisition of Act Now in the USA
07/02/08	Publicis Groupe acquires La Vie est Belle
14/02/08	Publicis Groupe annual results 2007
13/03/08	Buy-back and cancellation of 8 million shares
26/03/08	Digitas launches Solutions Digitas in India and Singapore

For further information: www.publicisgroupe.com