

2016 dividend

April 27, 2017 – It will be proposed to the **Publicis Groupe S.A.**'s Annual Shareholders' Meeting [**Euronext Paris : FR0000130577, CAC 40**] to be held on May 31, 2017 that an ordinary dividend of €1.85 per share be paid with respect to 2016 to shareholders. Shareholders could opt for the dividend to be paid in newly created Publicis Groupe shares.

If approved by the Shareholders' Meeting of May 31, 2017, the calendar will be as follows:

- May 31: Determination of the issue price of Publicis Groupe new shares for the payment of dividends in shares
- June 5: Record date (last day to acquire shares giving right to dividends)
- June 6: Ex dividend date
- June 6-26: Exercise period for the option to have the dividend paid in shares
- July 4: Listing of newly created shares and payment date of dividend (in cash or in shares).

About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: **Publicis Communications** (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), **Publicis Media** (Starcom, Zenith, Mediavest | Spark, Blue 449, Performics), **Publicis.Sapient** (SapientNitro, Razorfish, DigitasLBi, Sapient Consulting) and **Publicis Health**. These 4 Solution hubs operate across principal markets, and are carried across all others by **Publicis One**, a fully integrated service offering bringing together the Groupe's expertise under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

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