

PRESS RELEASE

23 January 2018 – PARIS – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is undergoing a destabilization attempt following the dissemination to its auditors and some financial analysts of an anonymous letter stating that Publicis Groupe overvalued its organic growth for 2016 and 2017 through an early application of IFRS 15. Publicis Groupe formally rejects these allegations. The author of this letter obviously has no knowledge of accounting standards and is proceeding by amalgam, for the sole purpose of creating doubt and disturbing the reality of Publicis Groupe's figures.

Publicis Groupe has informed the AMF and is also studying all possible legal options at its disposal to respond to this attempt at destabilization.

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, Spark Foundry, Blue 449, Performics, DigitasLBi), Publicis.Sapient (SapientRazorfish & 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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