



Press release

11/12/12



October Trading Update

“After the brutal and unexpected decline of advertising spendings in September the Publicis Groupe's organic growth of October revenues is above 7%. This spectacular growth is driven by the US, fast growing markets and digital numbers. Europe and analog media remain at worrying levels.

While October numbers are extremely good we should remain cautious: fourth quarter is always uncertain particularly December. At this point in time we cannot yet confirm that growth and confidence are back. We will continue to aggressively pursue our strategy on our two growth pillars: digital and fast growing markets.”

Maurice Lévy, Chairman and CEO of Publicis Groupe

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, part of the CAC 40 index] is the third largest communications group in the world, offering the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe's media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs 56,000 professionals.

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