

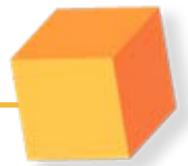


PUBLICIS GROUPE

3rd Quarter 2009 Revenue

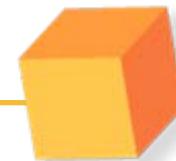
October 27, 2009

Disclaimer



This presentation contains forward-looking statements. The use of the words "aim(s)," "expect(s)," "feel(s)," "will," "may," "believe(s)," "anticipate(s)" and similar expressions in this presentation are intended to identify those statements as forward looking. Forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected. You should not place undue reliance on these forward-looking statements, which speak only as of the date of this presentation release. Other than in connection with applicable securities laws, Publicis Groupe undertakes no obligation to publish revised forward-looking statements to reflect events or circumstances after the date of this press release or to reflect the occurrence of unanticipated events. Publicis Groupe urges you to review and consider the various disclosures it made concerning the factors that may affect its business carefully, including the disclosures made to the French financial markets authority (AMF).

3rd Quarter 2009



Major media* ad forecasts for 2009, current prices (%) – key markets

| | GroupM | Carat | ZO Forecast | |
|----------------|------------|--------------|-------------|---------------|
| | March 2009 | October 2009 | July '09 | Oct. '09 est. |
| United States | -4.3% | -16.3% | -10.6% | -12.9% |
| Japan | -10.5% | -5.5% | -11.1% | -8.4% |
| United Kingdom | -11.2% | -11.7% | -10.5% | -13.1% |
| Germany | -0.9% | -7.0% | -6.2% | -8.5% |
| China | +3.2% | +6.9% | +5.4% | +5.7% |
| France | -4.7% | -7.1% | -7.9% | -8.9% |
| Italy | -6.1% | -12.4% | -8.5% | -13.1% |
| Spain | -13.8% | -19.0% | -16.5% | -18.8% |
| Brazil | +10.5% | n/a | -2.5% | +3.4% |
| Worldwide | -4.4% | -9.8% | -8.6% | -9.9% |

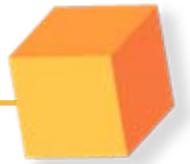
H1 09 Average Media Growth (as published by Z.O.): -13.1%

* TV, Print, Radio, Cinema, Outdoor, Internet

Source: ZenithOptimedia, Carat, Group M

3rd Quarter 2009

Key Figures



| | |
|--|---------------|
| Revenue * (EUR million) | 1,047 |
| Revenue Growth <i>(as published)</i> | -5.3 % |
| Organic Growth | -7.4 % |

* Razorfish will be consolidated from October 13th onwards.

September 30, 2009 – Year to date

Key Figures



| | |
|---|---------------|
| Revenue * (EUR million) | 3,256 |
| Revenue Growth (as published) | -2.3 % |
| Organic Growth | -6.9 % |

* Razorfish will be consolidated from October 13th onwards.

New Business

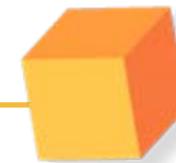


USD 4.8 billion year-to-date

■ Q3 key wins:

- ABInbev – Beck's (USA)
- Barratt (USA)
- Bristol-Myers Squibb (USA)
- Cadbury (UK)
- Carrefour (Brazil)
- Fiat (Brazil)
- Huiyjan Juices (China)
- Innocent (UK)
- Kerry Foods (UK)
- Oxfam (UK)
- Pringle of Scotland (International)
- RBS (USA)
- Shop Direct - Littlewood.com (UK)
- Sportsbet (Australia)
- Telefonica (Latin America)
- Wendy's (USA, Canada)
- Wing Tai Holdings (Singapore)

3rd Quarter Revenue by Geography

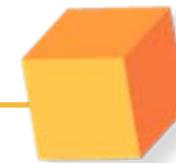


| (EUR million) | Q3 2009 | Q3 2008 | Organic Growth Q3 | Var. 2009 vs 2008 |
|----------------------|--------------|--------------|-------------------------|-----------------------|
| Europe | 359 | 411 | -9.5% | -12.9% ⁽¹⁾ |
| North America | 488 | 481 | -5.3% | +1.3% ⁽²⁾ |
| Asia Pacific | 114 | 124 | -12.4% | -7.6% |
| Latin America | 58 | 62 | -3.1% | -6.3% |
| Middle East & Africa | 28 | 27 | -0.2% | +5.1% |
| Total | 1,047 | 1,105 | -7.4% | -5.3% |

(1) GBP/EUR exchange rate impact : -10 million EUR

(2) USD/EUR exchange rate impact : +29 million EUR

September 30, 2009 – Year to date by Geography



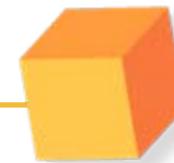
| (EUR million) | Sept. 30, 2009 - YTD | Sept. 30, 2008 - YTD | Organic Growth | ZO FY Forecast Oct.'09 est. |
|----------------------|-------------------------|-------------------------|-------------------|--------------------------------|
| Europe | 1,096 | 1,284 | -10.9% | -13.4% |
| North America | 1,549 | 1,423 | -4.2% | -12.6% |
| Asia Pacific | 352 | 367 | -9.6% | -3.1% |
| Latin America | 167 | 174 | -0.3% | +0.6% |
| Middle East & Africa | 92 | 84 | +0.3% | -11.4% |
| Total | 3,256 | 3,332 | -6.9% | -9.9% |

(1) GBP/EUR exchange rate impact : -36 million EUR

(2) USD/EUR exchange rate impact : +166 million EUR

Organic Growth

Impact of General Motors



| | Q3 2009 | Sept. 30, 2009 YTD |
|-----------------------------------|---------|-----------------------|
| North America excluding GM | -2.3% | -1.1% |
| North America including GM | -5.3% | -4.2% |

| | Q3 2009 | Sept. 30, 2009 YTD |
|----------------------------------|---------|-----------------------|
| Total Groupe excluding GM | -5.8% | -5.6% |
| Total Groupe including GM | -7.4% | -6.9% |

September 30, 2009 – Year to date Organic Growth by Country



Organic Growth Rate

Country

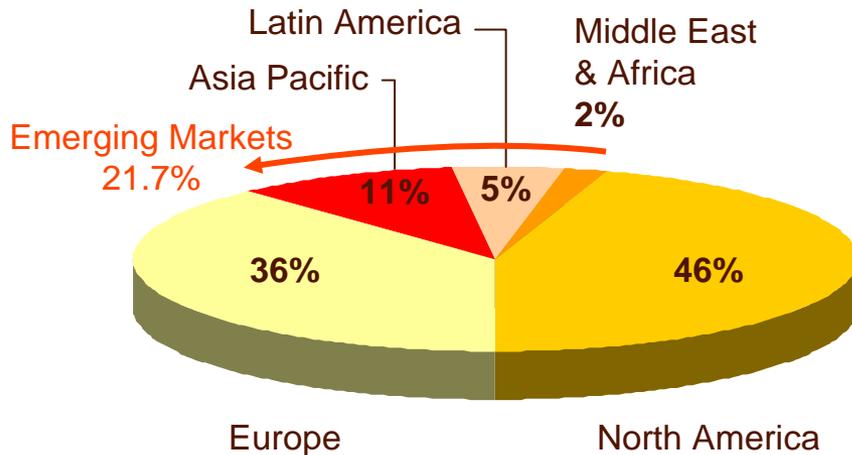
| | |
|--------------|---|
| ■ above 5% | Argentina, Poland, Turkey, United Arab Emirates, Venezuela, Vietnam |
| ■ 0 to 5% | Brazil, Costa Rica, Philippines |
| ■ 0 to -5% | Belgium, Canada, Colombia, USA |
| ■ -5 to -10% | China, Germany, France, Russia, UK |
| ■ below -10% | India, Italy, Spain |

September 30, 2009 – Year to date

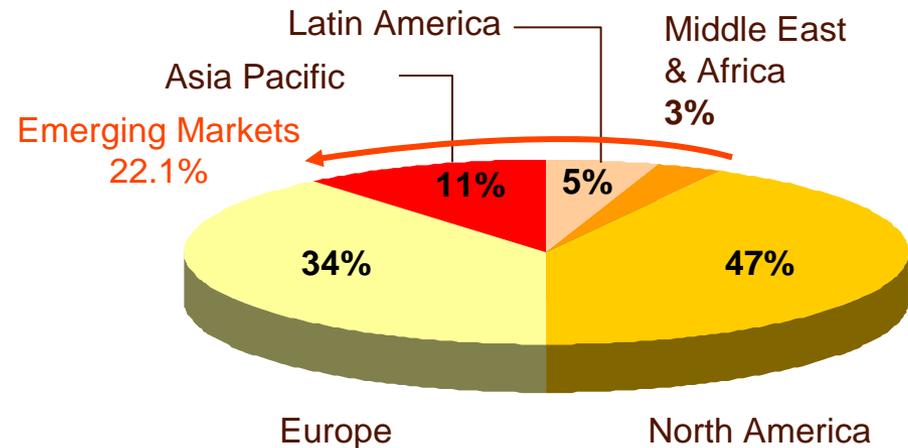
Revenue by Geography



Sept. 30, 2008* - YTD



Sept. 30, 2009 - YTD



- Emerging Markets: 22.1% of total revenue
21.7% YTD Sept. 30, 2008*
- YTD Sept. 30, 2009 Emerging Markets Organic Growth rate: -5.4%

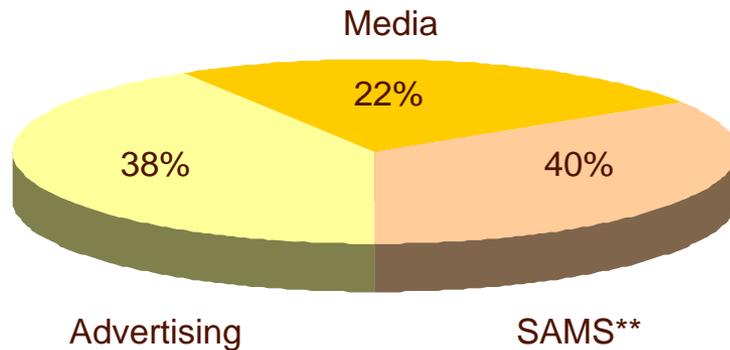
* 2008 at 2009 exchange rate

September 30, 2009 – Year to date

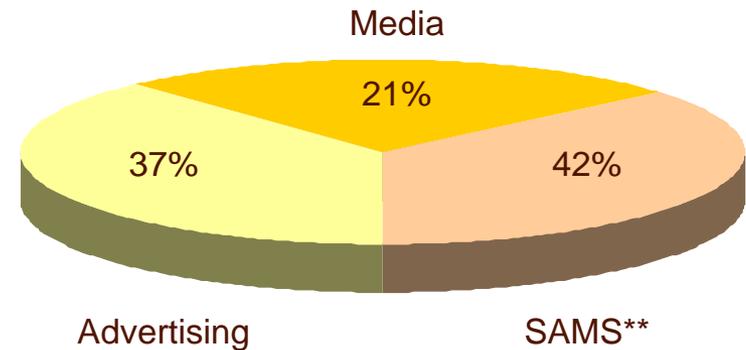
Revenue by activity



Sept. 30, 2008* - YTD



Sept. 30, 2009 - YTD



- Digital: 21.3% of total revenue vs. 18.5% YTD Sept. 30, 2008*
- Organic growth: +5.5% (excluding General Motors: +12.1%)
- Digital embedded in all of our agencies/operations

* 2008 at 2009 exchange rate

** SAMS including 100% Digital

September 30, 2009 – Year to date Digital Organic Growth



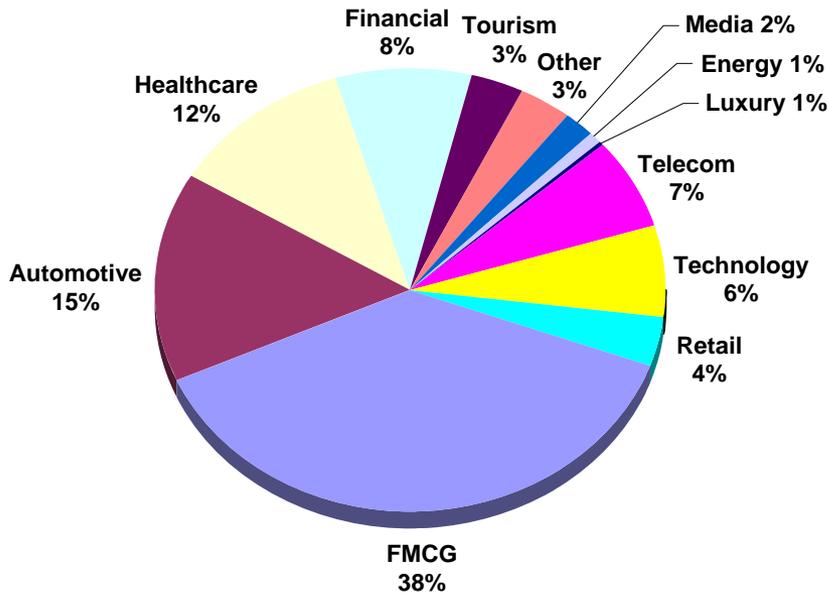
| | Q3 2009 | Sept. 30, 2009 YTD |
|---|---------------|-----------------------|
| North America | +5.0% | +7.8% |
| <i>North America excluding GM</i> | +13.0% | +17.1% |
| Total Groupe | +5.1% | +5.5% |
| <i>Total Groupe excluding GM</i> | +12.8% | +12.1% |

September 30, 2009 – Year to date

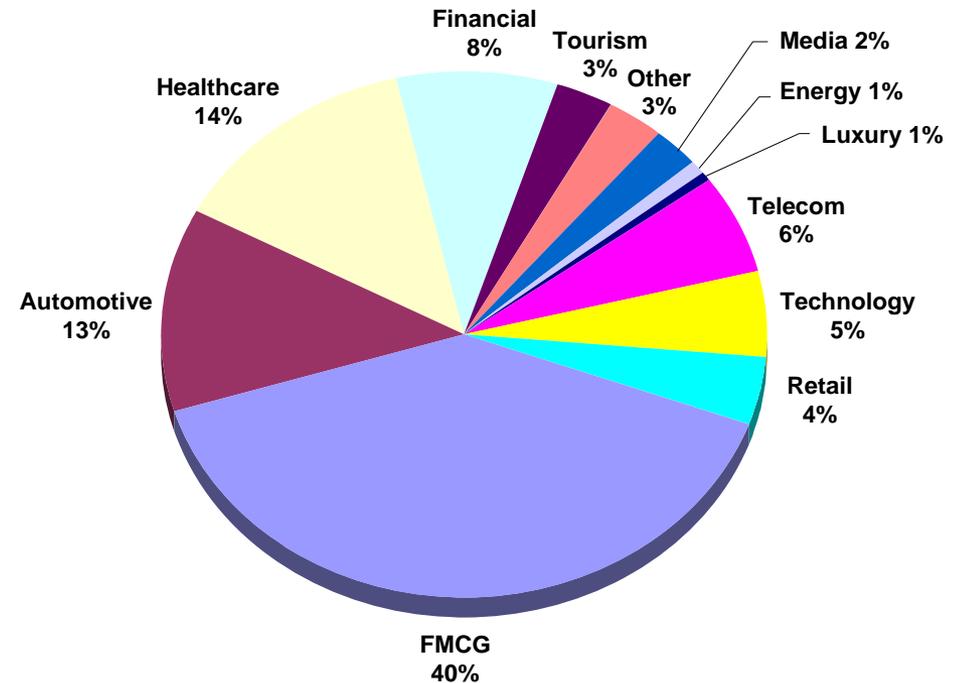
Revenue by Sector



Sept. 30, 2008



Sept. 30, 2009

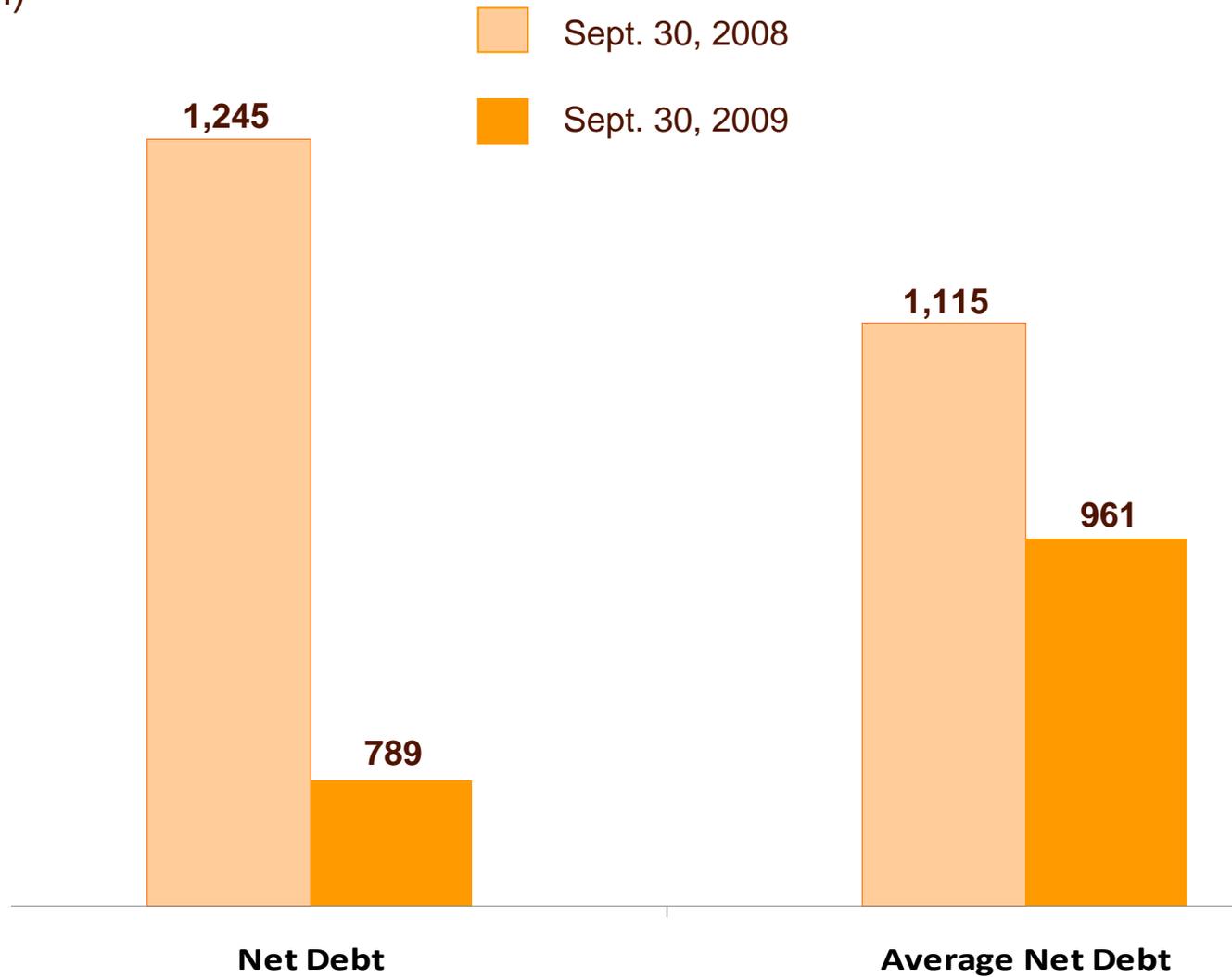


Stable portfolio

Net Debt

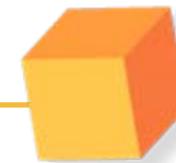


(EUR million)



Gross Debt at Sept. 30, 2009

Split by maturity

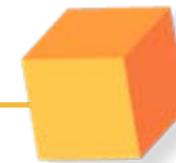


| (EUR million) | Total | Oct. 2009 – Sept. 2010 | Oct. 2010 – Sept. 2011 | Oct. 2011 – Sept. 2012 | Oct. 2012 – Sept. 2013 | Oct. 2013 – Sept. 2014 | Oct 2014 onward |
|-------------------------|--------------|------------------------------|------------------------------|---------------------------|------------------------------|------------------------------|--------------------|
| Oceane 2018* | 146 | 146 | | | | | |
| Oceane 2014 | 639 | | | | | 639 | |
| Eurobond 2012** | 775 | | | 775 | | | |
| Orane | 24 | 3 | 3 | 3 | 2 | 2 | 11 |
| Earn-out / Buy-out | 235 | 111 | 71 | 38 | 10 | 2 | 3 |
| Other debt** | 170 | 88 | 8 | | | | 74 |
| Total gross debt | 1,989 | 348 | 82 | 816 | 12 | 643 | 88 |

* Put Option in January 2010 and 2014

** Including fair value of associated derivatives

Liquidity at September 30, 2009



| (EUR million) | Total Amount | Drawn | Available Sept. 30, 2009 | Available June 30, 2009 |
|--|--------------|----------|--------------------------|-------------------------|
| Committed Facilities: | | | | |
| 364-day revolving credit facilities | 205 | - | 205 | 165 |
| 5-year revolving credit facility | 450 | - | 450 | 400 |
| 5-year syndicated facility (Club Deal) | 1,500 | - | 1,500 | 1,500 |
| Total Committed Facilities | 2,155 | - | 2,155 | 2,065 |
| Uncommitted Facilities | 236 | 8 | 228 | 264 |
| Total | 2,391 | 8 | 2,383 | 2,329 |
| Cash and Marketable Securities | | | 1,200 | 1,162 |
| Total available facilities | | | 3,583* | 3,491 |

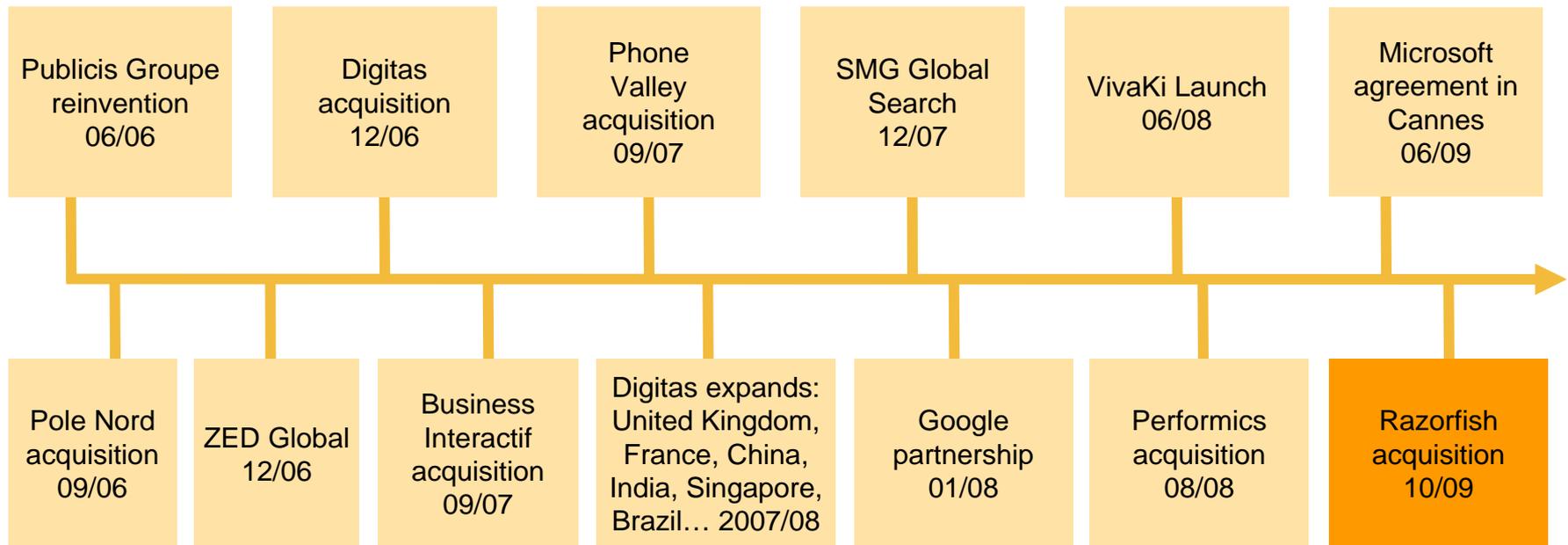
* 3,355 m€ excl. uncommitted facilities

Total available: EUR 3.6 billion
No covenants

Razorfish

Publicis Groupe's Digital Roadmap

"The Human, Digital Agency"



Razorfish - Acquisition



- Acquisition closed on October 13, 2009
- Total consideration:
 - EUR 193 million in cash paid out of Publicis Groupe's cash
 - 6.5 million Publicis Groupe ordinary shares held as treasury shares (at a price of 27.0863 euros per share *)
- Microsoft holds a 3.3% stake in Publicis Groupe
- Consolidation as of October 13, 2009
- Impact on net debt: approximately EUR 197 million

**including Razorfish, digital = 25.7% of total Group revenues
(pro-forma 9 months)**

** Value of shares determined on the basis of the average closing price of Publicis Groupe ordinary shares over the twenty consecutive trading days ending eight business days prior to the closing date of the transaction*

Razorfish - Key Facts



■ Financial highlights* :

- FY June 30, 2009 - approximate Revenue** = \$380 million
- FY June 30, 2009 EBITDA/Revenue** = 10.1%
- No Financial Debt** (estimated earn-out liabilities: \$9 million)

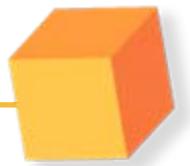
■ Capabilities

- 2,200 people across offices in 8 countries and 20 cities
- Focus on innovation, technology and ROI
- Strong capabilities across e-commerce, Advertising & Branding, Search Marketing, Strategy & Technology, Architecture & Design, Analytics, Email Marketing and eCRM, Emerging Media (mobile communication), Interaction Design, Web Design
- Blue chip clients

* Not directly comparable with 2006/2007: Merger with Avenue A after acquisition of aQuantive by Microsoft and carve out

** Unaudited - U.S. GAAP (Source: Razorfish)

Razorfish - Integration plan



- Razorfish is a wholly-owned subsidiary of Publicis Groupe
- It will be part of VivaKi, the Publicis Groupe media and digital umbrella encompassing Starcom MediaVest Group, ZenithOptimedia, Denuo, Digitas and VivaKi Nerve Center
- Razorfish will join Publicis Groupe's shared services platform and global procurement organisation
- Estimated cost synergies: \$13 million
- Accretive in 2011

Publicis Groupe Outlook

FY 2009 Market Outlook - 2010 Estimates



■ FY 2009:

- Ad spending trough reached during last summer
- Second half in line with predictions demonstrating clear improvement in the rate of decline

■ 2010: Stable to modest growth expected

- Emerging markets to show healthy growth in 2010
- Developed markets to remain slightly negative in 2010

Publicis Groupe FY 2009 Outlook



- Gain in market share
- Regular and slow improvement in the second half of the year: trough reached in June
- Strong cost-control policy maintained: tight control of all operational costs

Publicis Groupe FY 2009 Outlook

Actions on Personnel Costs



- Excluding acquisitions* impact, average monthly headcount has been reduced since December 2008 by 2 920 p. representing a total reduction of 6.5%
- Hiring freeze
- Limited restructuring vs headcount reduction

* *Acquisitions since Sept. 2008*

Publicis Groupe 2010 Outlook

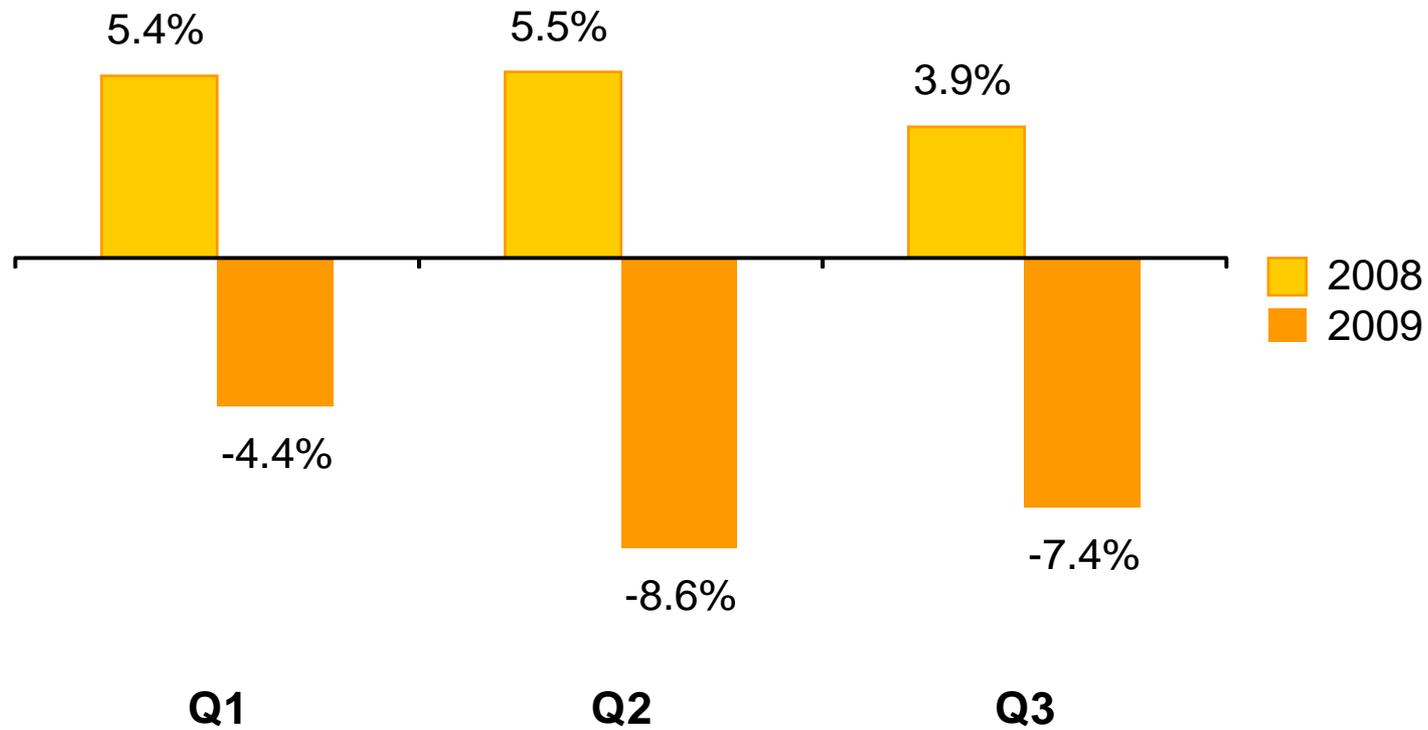


- Slow and gradual recovery
- From slightly negative for the first half of the year to slightly positive during the second half.
- Goals for 2010:
 - Strengthen digital capabilities and presence in emerging countries
 - Gain in market share

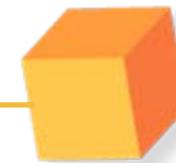
Thank You !

Appendix

Organic Growth by Quarter 2009 vs 2008



Revenue and Organic Growth Calculation



(EUR million)

| | H1 | Q3 | Sept. YTD |
|---|---------------|--------------|--------------|
| 2008 Revenue | 2,226 | 1,105 | 3,332 |
| Currency impact | 102 | 12 | 114 |
| 2008 Revenue at 2009 exchange Rate (a) | 2,328 | 1,117 | 3,446 |
| 2009 Revenue before impact of acquisitions ⁽¹⁾ (b) | 2,174 | 1,035 | 3,209 |
| Revenue from acquisitions ⁽¹⁾ | 35 | 12 | 47 |
| 2009 Revenue | 2,209 | 1,047 | 3,256 |
| Organic Growth (b/a) | -6.6 % | -7.4% | -6.9% |
| Revenue growth (as published) | -0.8% | -5.3% | -2.3% |

| Currency impact (EUR million) | | | |
|----------------------------------|------------|-----------|--------------|
| | H1 | Q3 | Sept. YTD |
| GBP | (26) | (10) | (36) |
| USD | 137 | 29 | 166 |
| Others | (9) | (7) | (16) |
| Total | 102 | 12 | 114 |

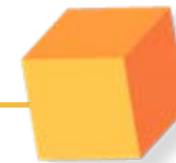
(1) Net of disposals

Exchange rate YTD Sept. 30, 2009: 1 USD = 0.734 EUR

1 GBP = 1.128 EUR

September 30, 2009 – Year to date

Revenue by Region in US Dollar



| (USD million) | Sept. 30, 2009 -YTD | Sept. 30, 2008 - YTD | Var. 2009 vs 2008 |
|----------------------|------------------------|-------------------------|----------------------|
| Europe | 1,494 | 1,958 | -23.7% |
| North America | 2,111 | 2,169 | -2.7% |
| Asia Pacific | 479 | 560 | -14.5% |
| Latin America | 228 | 265 | -14.0% |
| Middle East & Africa | 125 | 128 | -2.3% |
| Total Groupe | 4,437 | 5,080 | -12.7% |

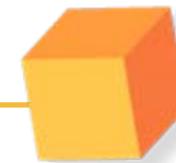
All entities translated into US dollar using the following exchange rates:

Sept. 30, 2008 YTD: 1 USD = 0.656 EUR

Sept. 30, 2009 YTD : 1 USD = 0.734 EUR

September 30, 2009 – Year to date

Revenue by Region in GBP



| (GBP million) | Sept. 30, 2009 -YTD | Sept. 30, 2008 - YTD | Var. 2009 vs 2008 |
|----------------------|------------------------|-------------------------|----------------------|
| Europe | 971 | 1,001 | -3.0% |
| North America | 1,373 | 1,110 | 23.7% |
| Asia Pacific | 312 | 286 | 9.1% |
| Latin America | 148 | 135 | 9.6% |
| Middle East & Africa | 81 | 65 | 24.6% |
| Total Groupe | 2,885 | 2,597 | 11.1% |

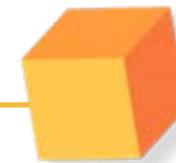
All entities translated into GBP using the following exchange rates:

Sept. 30, 2008 YTD : 1 GBP = 1.283 EUR

Sept. 30, 2009 YTD : 1 GBP = 1.128 EUR

Net Debt at Sept. 30, 2009

Split by currency

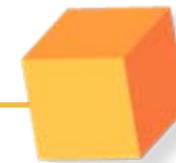


| (EUR million) | Total | EURO | USD | GBP | Others |
|--------------------------------|--------------|--------------|--------------|-------------|--------------|
| Oceane 2018 | 146 | 146 | | | |
| Oceane 2014 | 639 | 639 | | | |
| Eurobond 2012* | 775 | 775 | | | |
| Orane | 24 | 24 | | | |
| Earn-out / Buy-out | 235 | 79 | 64 | 23 | 69 |
| Other debt* | 170 | 28 | 80 | | 62 |
| Total gross debt | 1,989 | 1,691 | 144 | 23 | 131 |
| Cash and marketable securities | (1,200) | 344 | (944) | (114) | (486) |
| Net debt | 789 | 2,035 | (800) | (91) | (355) |

* Including fair values of associated derivatives

Net Debt at Sept. 30, 2009

Split by rate (after interest rate swap)



| (EUR million) | Total | Earn-out / Buy-out | Fixed Rate | Variable Rate |
|--|--------------|--------------------|------------|---------------|
| Oceane 2018 | 146 | | 146 | |
| Oceane 2014 | 639 | | 639 | |
| Eurobond 2012* | 775 | | | 775 |
| Orane | 24 | | 24 | |
| Other debt* | 170 | | 74 | 96 |
| Total gross debt excl. Earn-out / Buy-out | 1,754 | 0 | 883 | 871 |
| | | | 50% | 50% |
| Earn-out / Buy-out | 235 | 235 | | |
| Cash and marketable securities | (1,200) | | | (1,200) |
| Net debt | 789 | 235 | 883 | (329) |

* Including fair value of associated derivatives