



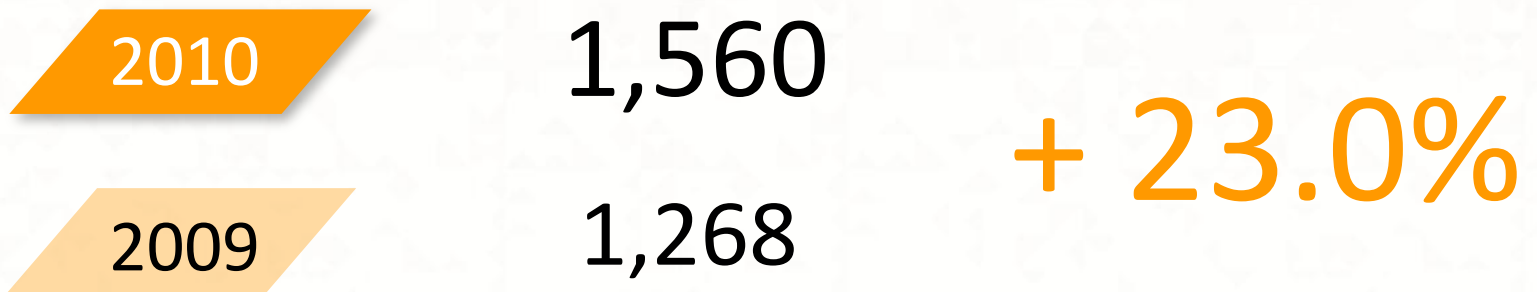
2010 Annual Results

February 10, 2011

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).

4th Quarter 2010: Key Figures

Revenue (EUR million)

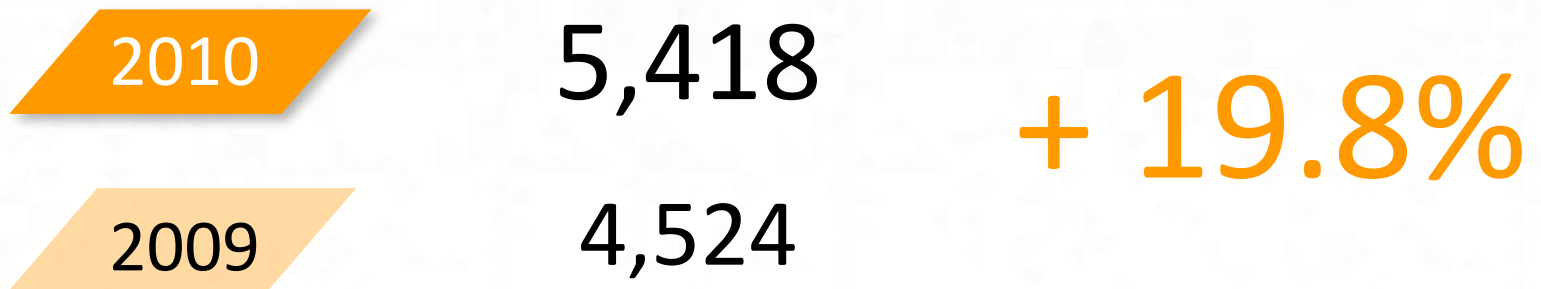


Organic Growth

+ 12.5%

Full Year 2010: Key Figures

Revenue (EUR million)

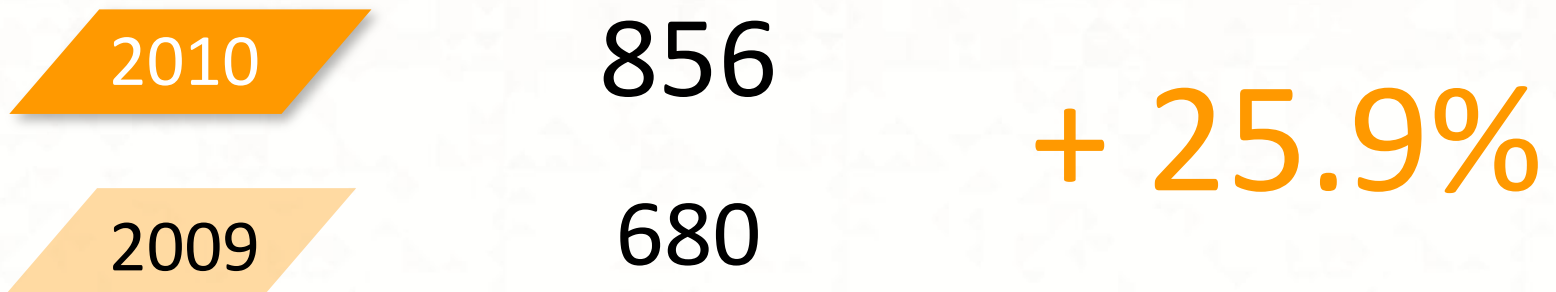


Organic Growth

+ 8.3%

Full Year 2010: Key Figures

Operating Margin (EUR Million)



Operating Margin Rate

15.8%
+80 bp

Full Year 2010: Key Figures

Net Income
(EUR Million)

2010

526

+ 30.5%

2009

403

Full Year 2010: Key Figures

Headline* Diluted EPS
(EUR)

2010

2.39

+ 21%

2009

1.97

Full Year 2010: Key Figures

Free Cash Flow*
(EUR million)

2010

646

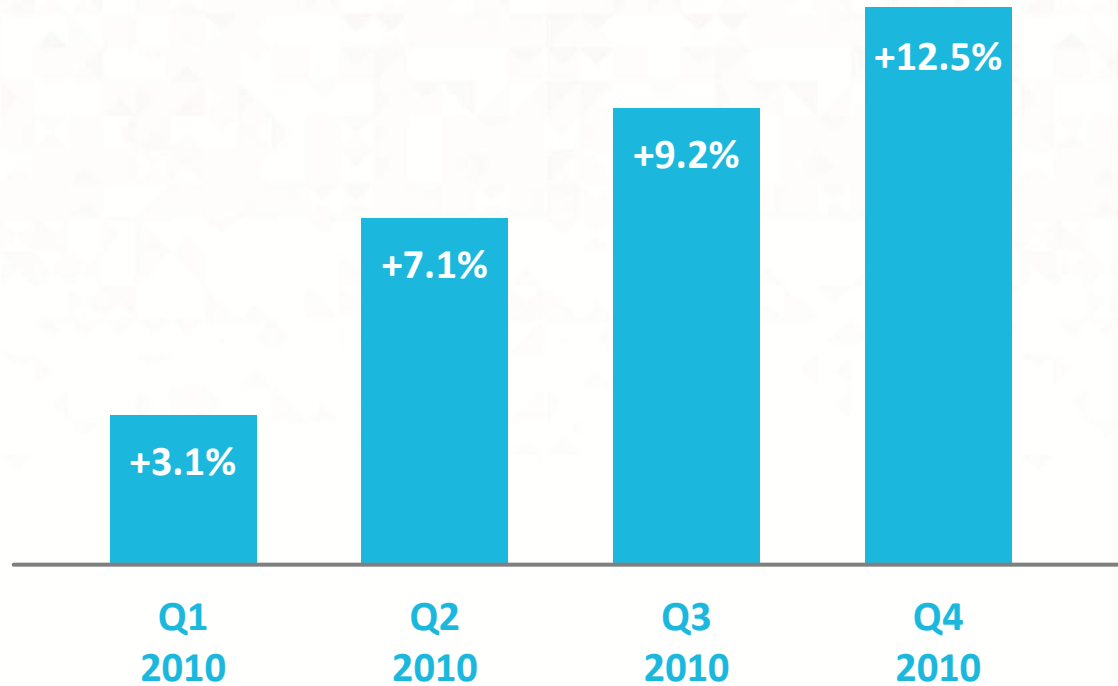
+ 23.3%

2009

524

FINANCIAL RESULTS

Growth* Trend Confirmed



Q4 Revenue by Geography

(EUR million)	Q4 2010	Q4 2009	Organic Growth 2010	Var. 2010 vs 2009
Europe	556	483	11.3%	15.1%
North America	683	545	14.0%	25.2%
Asia Pacific	180	146	6.4%	23.1%
Latin America	87	51	22.1%	70.9%
Middle East & Africa	54	43	15.3%	26.4%
Total	1,560	1,268	12.5%	23.0%

Full Year Revenue by Geography

(EUR million)	2010	2009	Organic Growth 2010	Var. 2010 vs 2009
Europe	1,761	1,579	6.0%	11.5%
North America	2,606	2,094	9.9%	24.4%
Asia Pacific	617	499	7.0%	23.8%
Latin America	284	218	13.7%	30.4%
Middle East & Africa	150	134	4.8%	12.3%
Total	5,418	4,524	8.3%	19.8%

Consolidated Income Statement

(EUR million)	FY 2010	FY 2009	Var. '10 vs '09
Revenue	5,418	4,524	19.8%
Operating margin	856	680	25.9%
<i>as % of revenue</i>	<i>15.8%</i>	<i>15.0%</i>	
Amortization of intangibles arising on acquisitions	(34)	(30)	
Impairment	(1)	(28)	
Non-current income (expense)	14	7	
Operating income	835	629	32.8%
Net financial costs	(76)	(70)	
Income taxes	(216)	(146)	
Associates	8	4	
Minority interests	(25)	(14)	
Group net income	526	403	30.5%

Operating Margin

(EUR million)	FY 2010	FY 2009	Var. '10 vs '09
Revenue	5,418	4,524	19.8%
Personnel costs	(3,346)	(2,812)	19.0%
Other operating expenses	(1,105)	(940)	17.6%
Depreciation	(111)	(92)	20.7%
Operating margin	856	680	25.9%
	15.8%	15.0%	+80bp

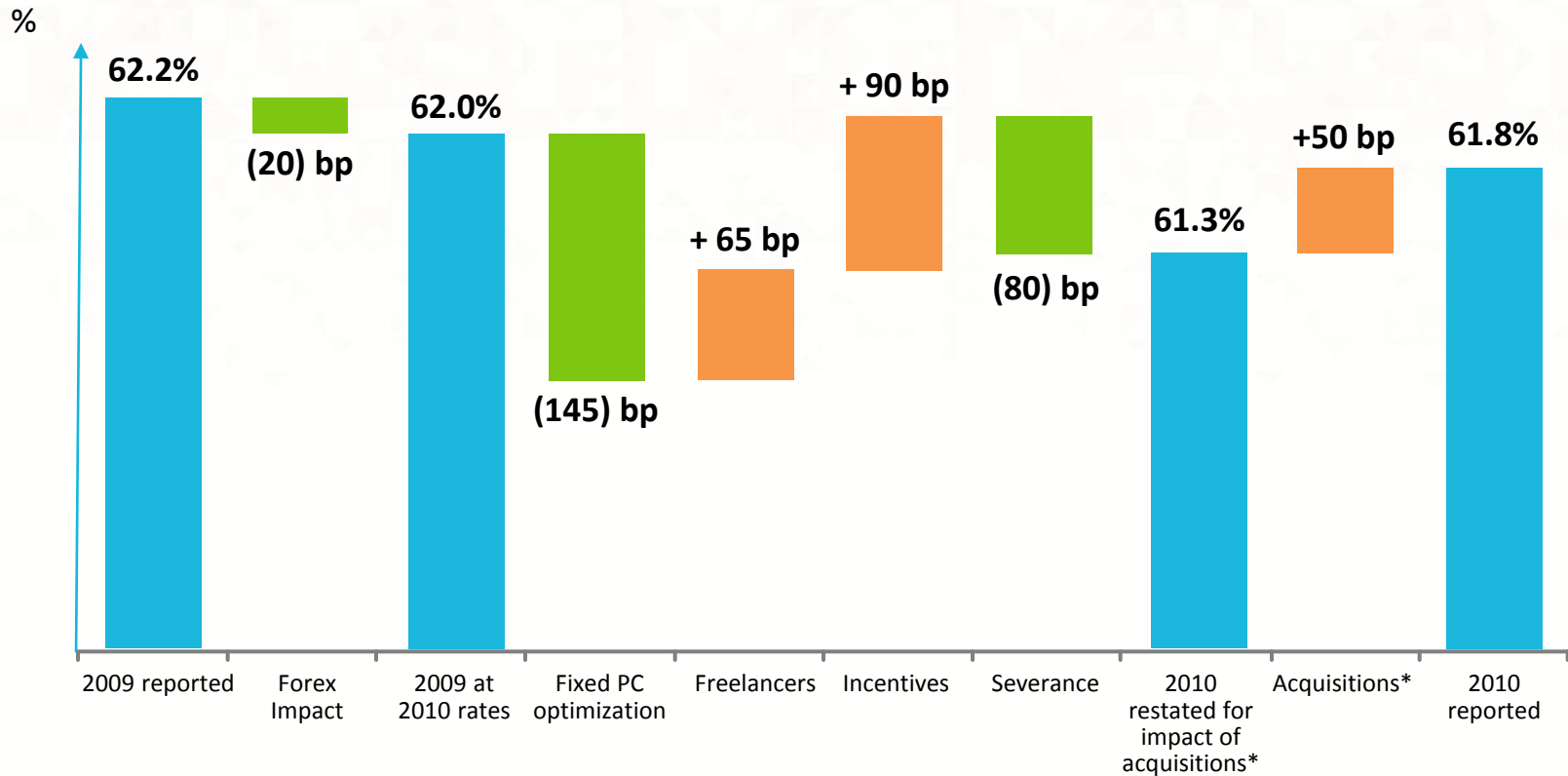
Operating Costs

(EUR million)	FY 2010	FY 2010 excl. acquisitions*	FY 2009**	Var. '10* vs '09**
Personnel costs	(3,346)	(3,157)	(2,955)	6.8%
% Revenue	61.8%	61.3%	62.0%	- 70 bp
Other operating expenses	(1,105)	(1,056)	(987)	7.0%
% Revenue	20.4%	20.5%	20.7%	- 20 bp
Depreciation	(111)	(104)	(97)	7.2%
% Revenue	2.0%	2.0%	2.0%	0 bp
Total Operating Costs	4,562	4,317	4,039	6.9%
Operating Margin%	15.8%	16.2%	15.2%	+100 bp

* After elimination of 2010 acquisitions and the impact in 2010 of 2009 acquisitions for the months prior to the month of acquisition

** 2009 at 2010 exchange rate

Change in Personnel Costs Ratio 2009/2010



* After elimination of 2010 acquisitions and the impact in 2010 of 2009 acquisitions for the months prior to the month of acquisition

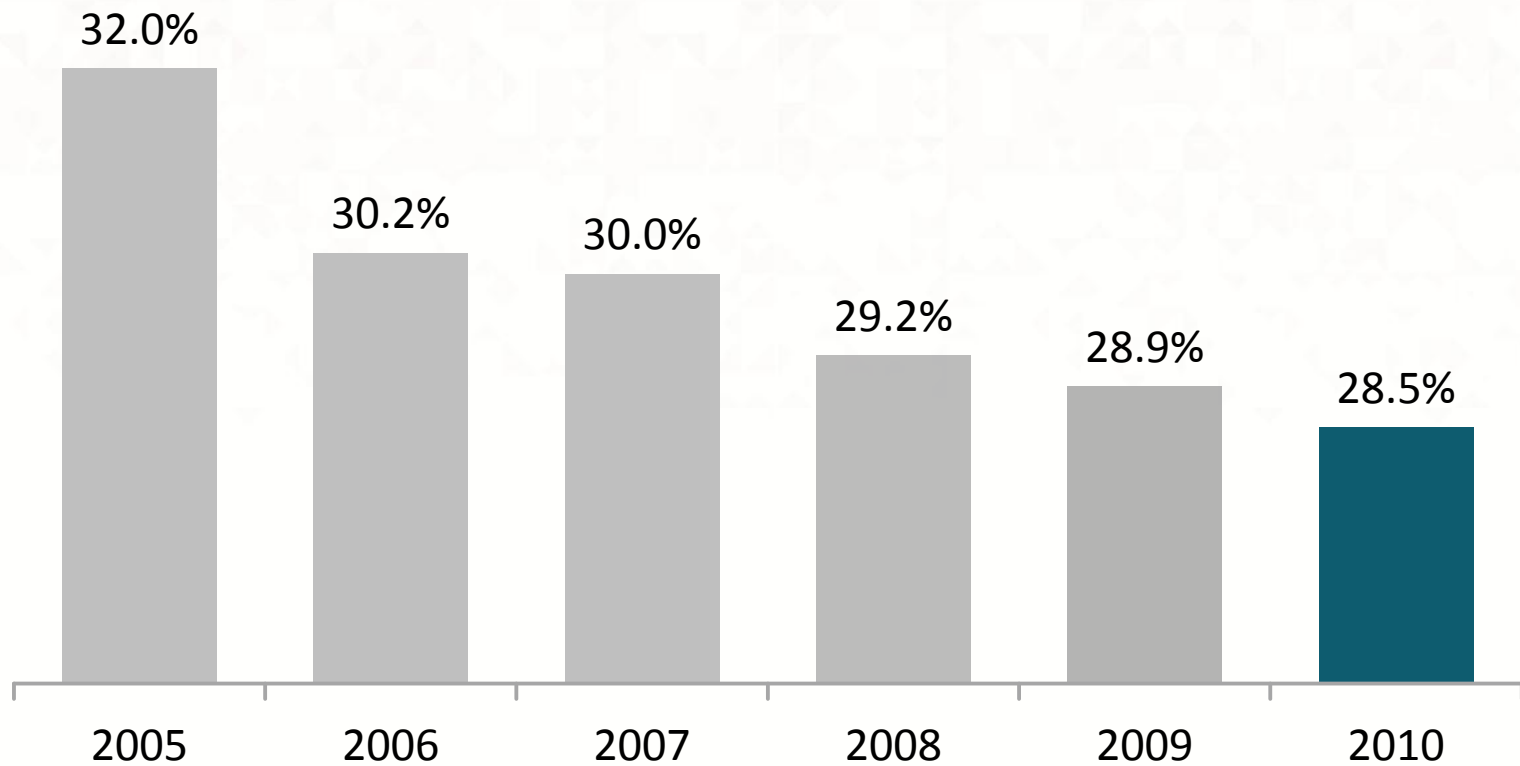
Net Financial Costs

(EUR million)	FY 2010	FY 2009	Var. '10 vs '09
Eurobond 2012 and 2015 ⁽¹⁾	(14)	(19)	5
Oceane 2014 (issued in June 2009)	(38)	(19)	(19)
Oceane 2018	(3)	(4)	1
Oranes	(2)	(2)	-
Interests on Finance lease	(9)	(8)	(1)
Other interest expense	(15)	(21)	6
Interest income ⁽²⁾	16	12	4
Cost of net financial debt	(65)	(61)	(4)
Other financial income (expense)	(11)	(9)	(2)
Net financial costs	(76)	(70)	(6)

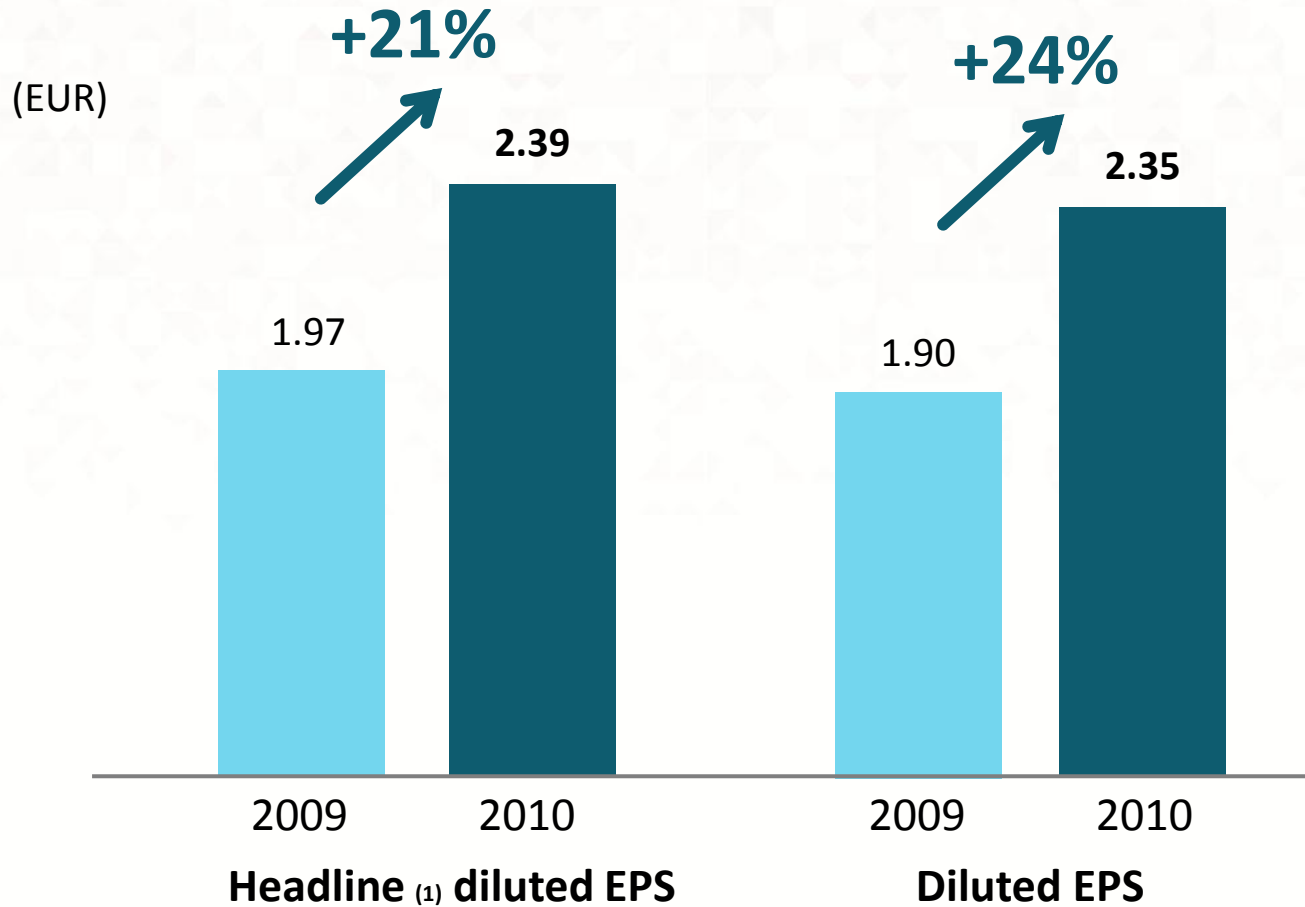
(1) 2010 average interest rate resulting from the fixed to variable rate swap of the eurobonds : 1.8% vs 2.6% in 2009

(2) the increase in interest income is mainly due to the increase of the average available cash amount : 1,411 m€ vs 864 m€ in 2009 mitigated with a decrease of the EONIA average rate : 0.44% vs 0.72% in 2009

Effective Tax Rate since 2005



Earnings per Share



(1) After elimination of impairment charge, amortization on intangible arising on acquisition, capital gain on building disposals and income tax credit linked to the Oceane 2014 Deferred Tax Liability (for 2009)

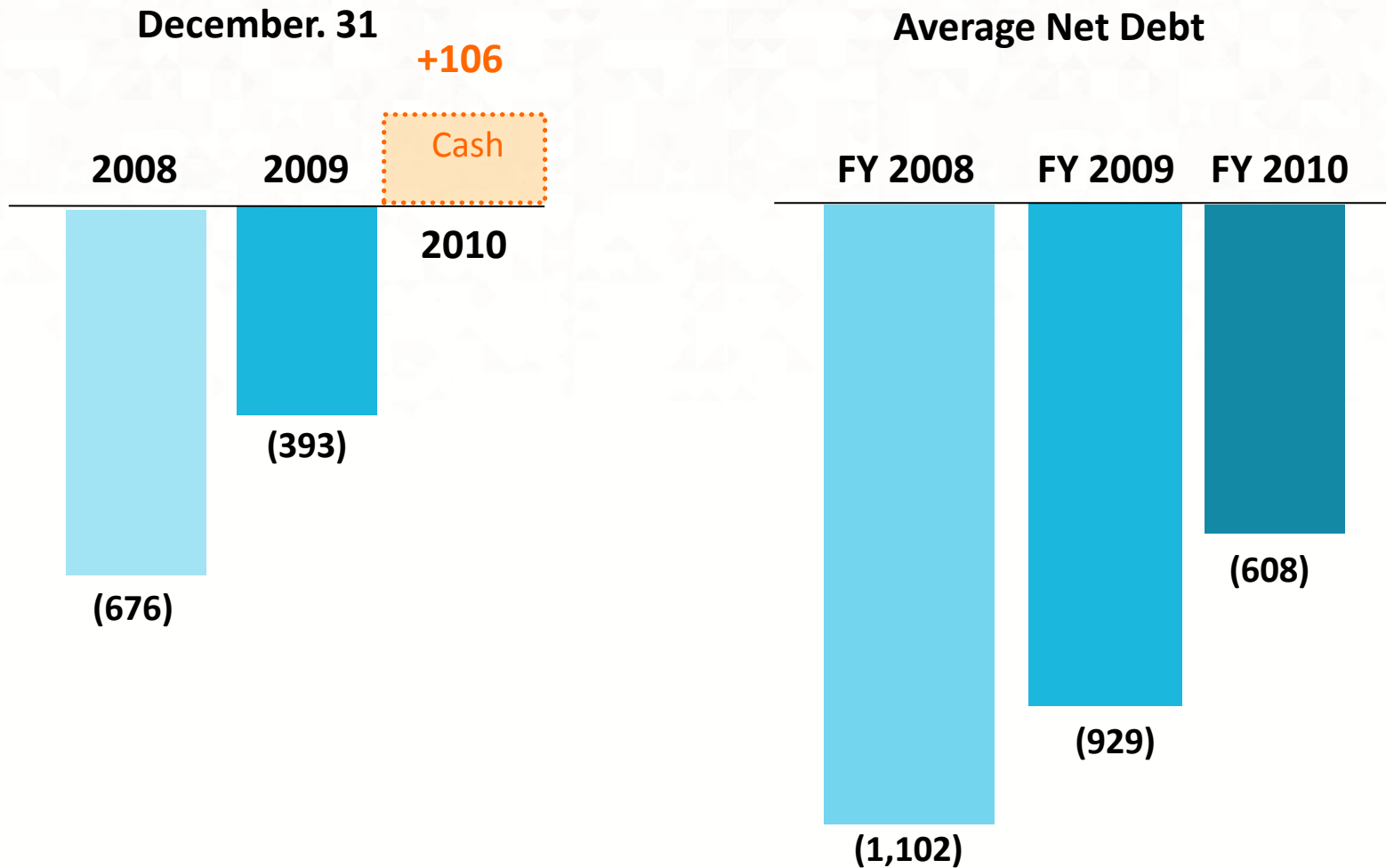
Balance Sheet at 31 December 2010

(EUR million)	FY 2010	FY 2009
Goodwill and intangibles	5,134	4,763
Other fixed assets	717	601
Current and deferred tax	(110)	(125)
Working capital	(1,889)	(1,459)
Total	3,852	3,780
Group equity	3,361	2,813
Minority interests	21	25
Equity	3,382	2,838
Provisions for risk & charges	576	549
Net (cash) debt	(106)	393
Total	3,852	3,780
Net Debt/Equity Ratio	cash positive	0.14

2010 Financial Results

Positive Net Cash Position of EUR 106M Average Net Debt Reduced by 35%

(EUR million)



Liquidity at 31 December, 2010

(EUR million)	Total	Drawn	Available
Committed Facilities:			
364-day revolving credit facilities	205	-	205
5-year revolving credit facility	450	-	450
5-year syndicated facility (Club Deal)	1,500	-	1,500
Total Committed Facilities	2,155	-	2,155
Cash and Marketable Securities	2,164	-	2,164
Total Liquidity	4,319	-	4,319
Groupe other uncommitted Facilities	234	22	212

Financial Ratios

	FY 2010	FY 2009	Optimum Ratio
Average Net Debt / EBITDA ⁽¹⁾	0.63	1.20	< 1.50
Net Debt / Shareholders' Equity ⁽²⁾	-	0.14	< 0.50
Interest Cover (EBITDA ⁽¹⁾ / Cost of Net Financial Debt)	15	13	> 7

(1) EBITDA: Earnings (operating margin) before depreciation and amortization

(2) N/A due to the net cash position of 106 m€ as of 31 Dec. 2010

Free Cash Flow Before Change in Working Capital Requirements

(EUR million)	2010	2009	2008	2007	2006
Cash generated by operating activities	1,011	647	715	798	593
Investments (Capex), net *	(78)	(64)	(64)	(77)	(49)
Free Cash Flow	933	583	651	721	544
Deduction of change in WCR	(287)	(59)	(12)	(106)	(21)
Free Cash Flow excluding change in WCR	646	524	639	615	523

* acquisition of tangible and intangible fixed assets net of proceeds from disposals and excluding the purchase of investments and other financial assets net

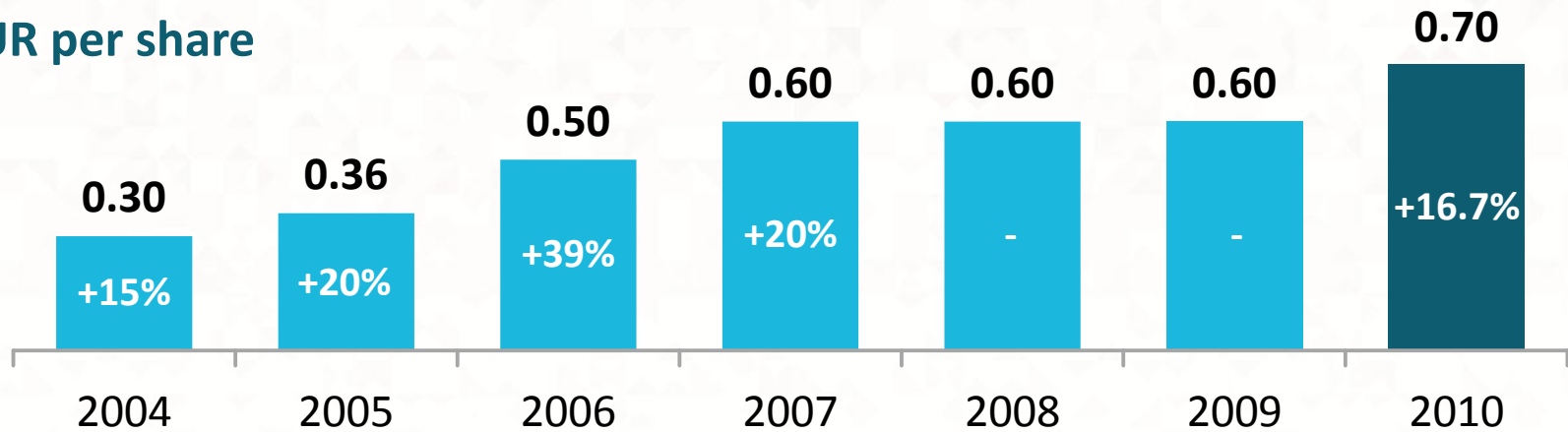
Use of Cash in 2010

(EUR million)	FY 2010	FY 2009
Free Cash Flow	933	583
Acquisitions *	(123)	(193)
Earn-outs	(39)	(71)
Buy-outs	(7)	(23)
Dividends paid	(128)	(133)
Share Buy-back (net of disposals)	(198)	5
Non-cash impact on Net Debt	61	115
Reduction of Net Debt	499	283

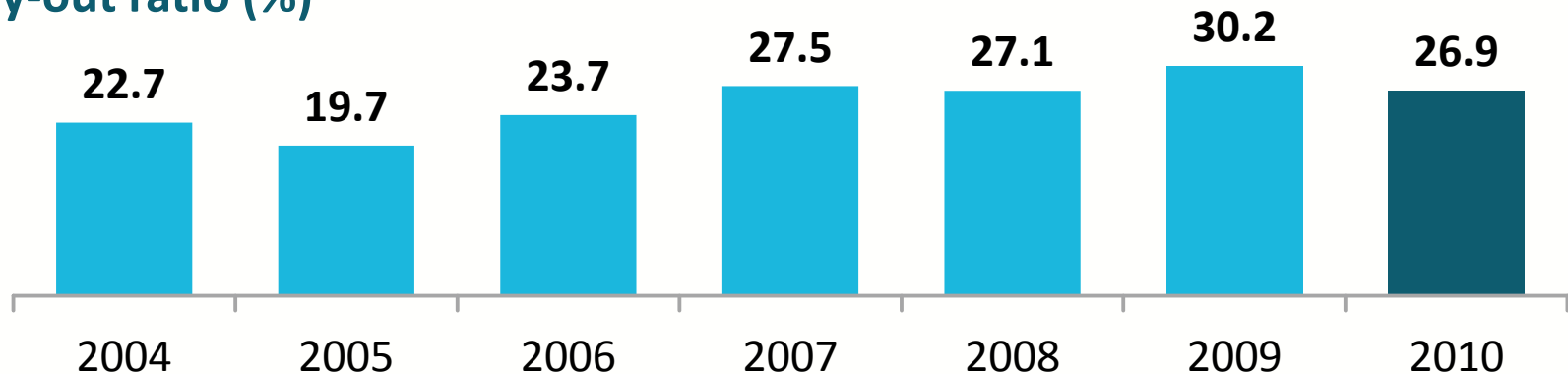
* Including Razorfish in 2009

Dividend

EUR per share



Pay-out ratio (%)



2010 RESULTS HOW?

WINNING STRATEGY

- ◆ Market improvement
- ◆ Strong growth in digital (Internet, Social Media, Search; e-commerce, Audience on Demand, Video, Mobile...)
- ◆ Solid progression of fast-growing countries

STRATEGY: DIGITAL TRANSFORMATION

Digital Transformation

Razorfish Update

- ◆ Successful integration
- ◆ Revenue growth and margin improvement as planned
- ◆ Strong performance in North America
- ◆ Integration in Shared Services Center to come
- ◆ Margin still slightly dilutive

Digital Transformation

	FY 2009	FY 2010
Digital (% Groupe revenue)	22.4%	28.0*%

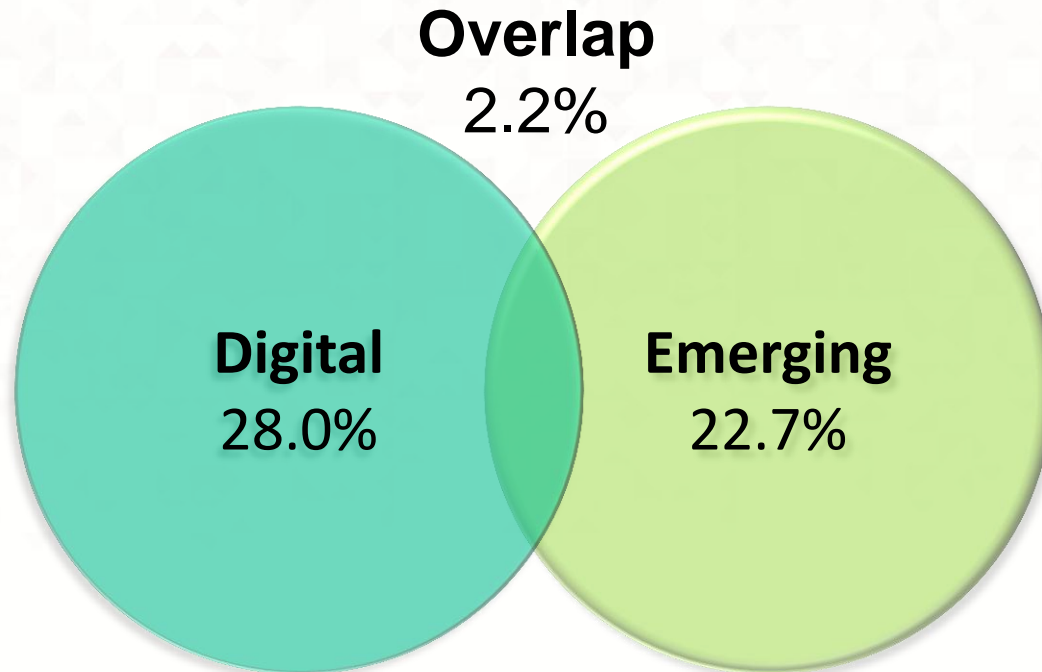
STRATEGY: FAST GROWING ECONOMIES

Fast Growing Markets: Increased Exposure

(* Excluding Razorfish FY 2010: 23.8%)

	FY 2009	FY 2010
Fast growing markets (% Groupe revenue)	22.3%	22.7%*

Combined Fast-Growing Segments



Digital + Emerging

From 28.5% in 2006 to **48.5%** in 2010

Objectif set in 2006: **50%**

STRATEGY: 2010 ACQUISITIONS

2010 Acquisitions

TALENT

in•sync

20:20 MEDIA

2020SOCIAL



DIGITALDISTRICT™

ANDREOLI



Publicis
Healthcare Consulting

易为公关
EASTWEI

W&K Communications
维传凯普传播机构

Focus on Digital and Emerging Markets

STRATEGY: NEW BUSINESS

2010 NET NEW BUSINESS

USD 5.9 billion

SUSTAINABLE PERFORMANCE?

- 1- Two-pillar growth strategy
- 2- Market share gain: best equipped to serve clients and anticipate their needs
- 3- Proven track record in integrating acquisitions
- 4- Cost-control culture

1- Two Pillars

◆ Digital*

- 2011: +14.0%
- 2012: +14.4%
- 2013: +13.4%

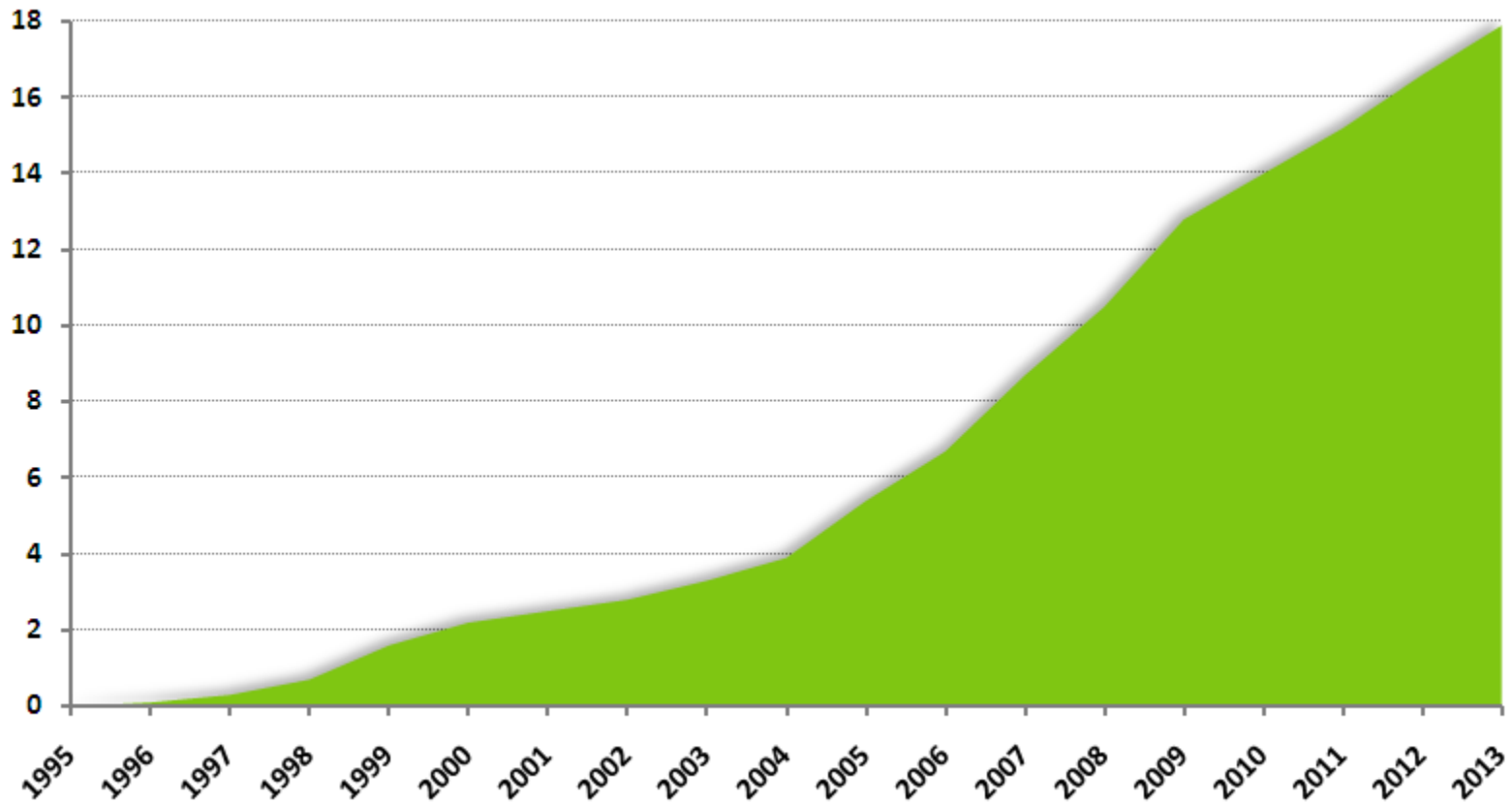
◆ Fast Growing Markets

- Emerging countries/ expected GDP growth **: +7.5% in 2011
+7.3% in 2012
- BRIC/ expected GDP growth*: **: +8.6% in 2011
+8.2% in 2012
- China/ expected GDP growth **: +10.0% in 2011
+9.5% in 2012

* ZenithOptimedia

**Goldman Sachs

Internet's share of global adspend (%)



Audience on Demand

- ◆ AOD is an open ad exchange providing clients to scaled inventory with targeting and optimization capabilities
- ◆ AOD was designed to extend across screens, geographies, media companies to create value for Publicis Groupe's clients
- ◆ AOD links media marketplaces, data, technology and services and will drive future revenue growth and margin of VivaKi

Global* Internet Advertising Expenditure Forecast

(US\$ millions)	2010	2011	2012	2012 vs. 2010
Display	\$ 19,820	\$ 22,026	\$ 24,601	+24%
Search	\$ 25,853	\$ 29,844	\$ 33,787	+31%
Social	\$ 1,804	\$ 2,258	\$ 2,785	+54%
Mobile	\$ 3,400	\$ 4,226	\$ 5,075	+49%
Total Internet	\$ 55,412	\$ 64,496	\$ 75,380	+36%

Moving first in large, complex markets
drives revenue and differentiation for Publicis Groupe

Video

- ◆ “The Pool” is a collaborative project created in the US and launched by Vivaki in January 2008
- ◆ Key partners included Microsoft, Yahoo, CBS Interactive, Hulu, AOL
- ◆ The project aimed at testing and creating online video ad standards to better target consumers
- ◆ Deployed in the UK, China and Spain in 2010

Industry alignment for engagement models of the future
New segments of growth

Mobile

- ◆ Mobile Ad Spend growth + 43.2% between 2009 and 2012*
- ◆ Fast growth, upside ahead: 5 billion mobile subscribers worldwide and 500 million mobile Internet subscribers. 1 billion by the end of 2011**
- ◆ Explosion of new usage on mobile: applications, e-commerce and social networks
- ◆ Creating innovative mobile solutions*** to better serve clients and anticipate changes in media landscape

New Digital Growth Booster

* ZenithOptimedia

** Ericsson

*** Phone Valley elected "Best Agency of the Year" (OMNA) – Ralph Lauren elected "Mobile Marketer of the Year" (Razorfish work)

Fast Growing Market: Example of China

◆ Three-Fold Strategy

- Expand relationships with global clients
- Grow organically faster than market with the Chinese corporations
- Acquisitions in digital, public relations, healthcare...

OBJECTIVE: DOUBLE SIZE OVER THE NEXT 3 YEARS

Sustainable Performance?

Publicis Groupe's 3-year objectives focused on 2 pillars

Digital

From 28.0% in 2010 to **35%**
over 3 years

Fast-Growing Markets

From 22,7% in 2010 to **30%**
over 3 years

Investment Policy: Selected, Targeted Acquisitions

- ◆ Digital: top 20 countries*
- ◆ Fast Growing Markets: BRIC, Next 11**
- ◆ Opportunities to strengthen our operations

* Details about top 10 countries : Appendix page 71

** Appendix page 72

2- Market share gain

- ◆ Good track record in New Business
- ◆ Number 1 in creativity in the Gunn Report

	<i>Gunn Report Points 2010</i>	<i>\$B WW Revenue 2009</i>	<i>Points Per \$B</i>	<i>Rank By Points per \$B</i>
Omnicom	485	11.72	41.4	2
WPP	376	13.60	27.6	3
PUBLICIS GROUPE	300	6.29	47.7	1
Interpublic	110	6.03	18.2	4

- ◆ Best combination of assets to meet clients' needs

Sustainable Performance?

3-Proven track record in integrating acquisitions and increasing profitability

◆ Operating Margins of acquired entities before integration:

- Saatchi & Saatchi (1999): 9.8%*
- Bcom3 (2001): 12.1%**
- Digitas (2007): 10.7%**
- Razorfish (2009): 6.3%***

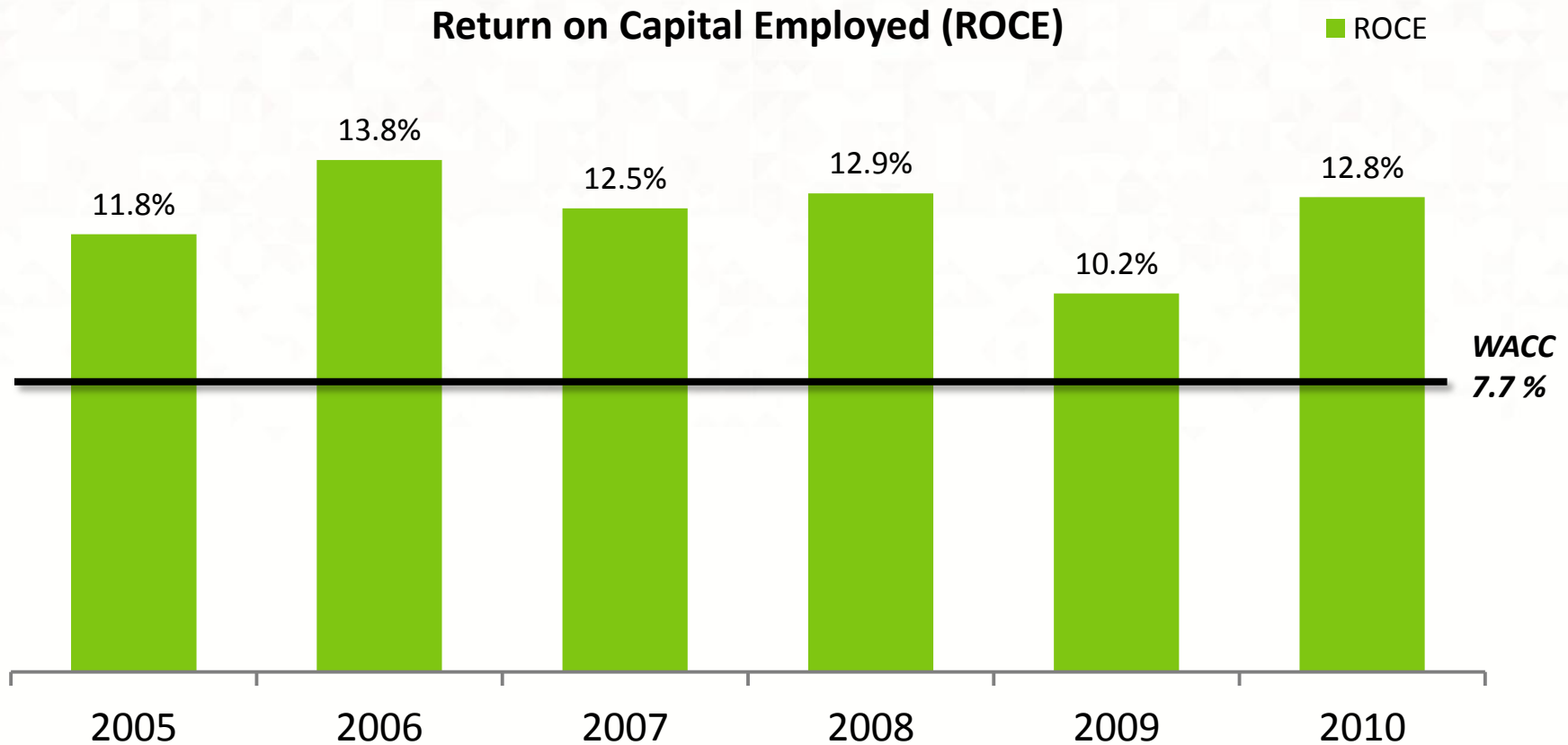
Publicis Groupe 2010 Operating Margin: +15.8%

* UK GAAP

** US GAAP

*** IFRS

3-Proven Track Record in Integrating Acquisitions and Increasing Profitability



4- Cost Control Culture

- ◆ Reduction of fixed personnel costs
- ◆ « Two-doors » (optimization of occupancy costs, administration costs)
- ◆ Shared Services Centers
- ◆ ERP

OUTLOOK

Good momentum

- ◆ Back to growth in both mature and fast-growing markets (different speeds)
- ◆ Strong corporate balance sheets

Despite

- ◆ Factors of uncertainties
 - Sovereign Debt
 - Unemployment

2011 Objectives

- ◆ Revenue growth: organic and through acquisitions
 - Superior-to-market organic growth
 - Grow market share (2011 off to a good start)
 - 50% of revenue in fast-growing segments (digital + countries)

- ◆ New phase of margin growth

Outlook: Why is this performance sustainable?

New Business

◆ January 2011 : New wins



lenovo



WIWG



We make it visible.



flightnetwork



GUERLAIN

More to come

On February 21st

...



2010 Annual Results

February 10, 2011

Q&A

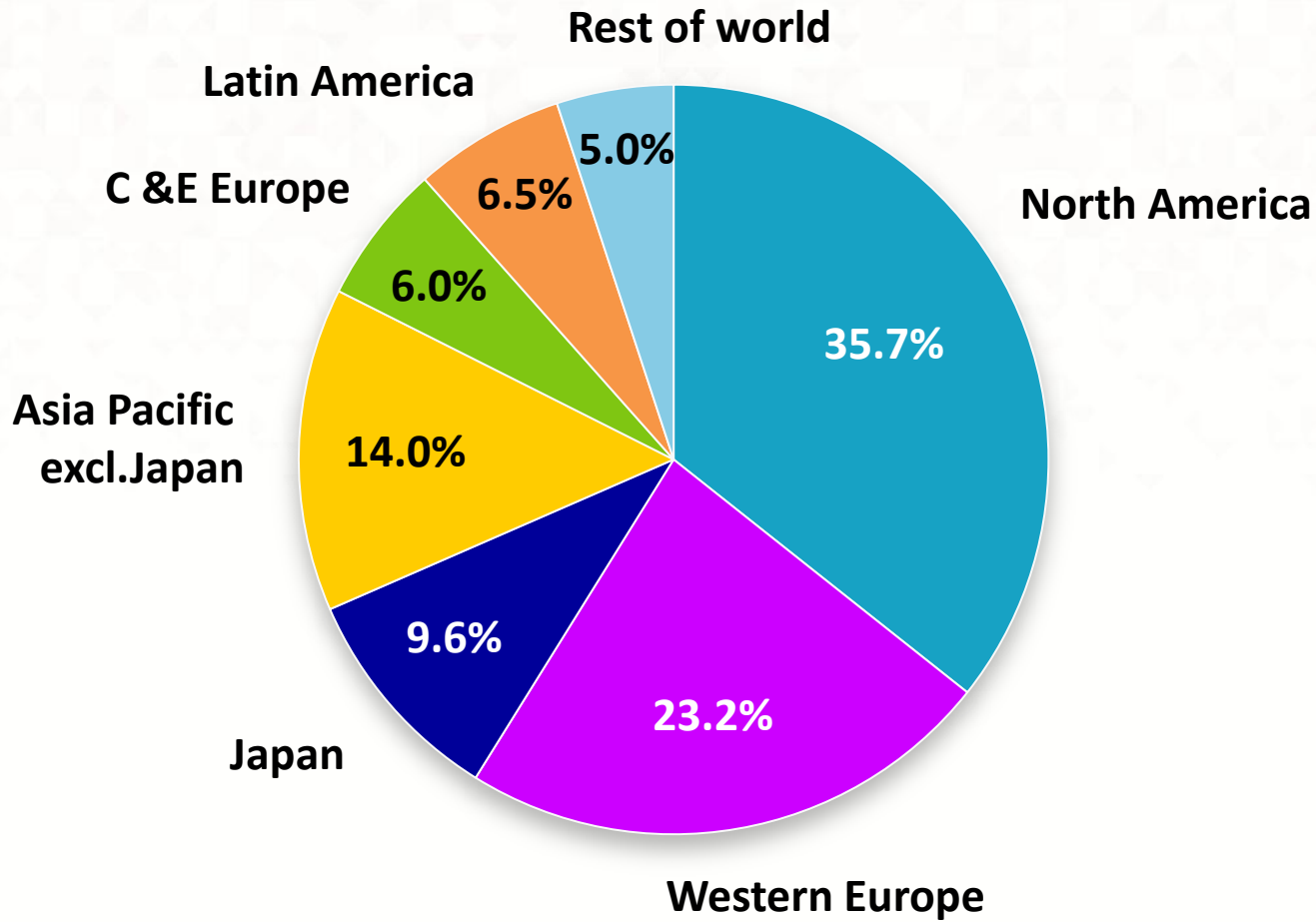
2010



Appendix

Market environment

Global AdSpend by region in 2010



ZenithOptimedia Major Media Ad Forecasts for 2011 and 2012, current prices (%) – Key Markets

	December 2010 Forecast for FY 2011	December 2010 Forecast for FY 2012
Worldwide	+4.6%	+5.2%
United States	+2.4%	+2.8%
Japan	+1.1%	+1.5%
United Kingdom	+3.0%	+3.7%
Germany	+2.8%	+2.5%
China	+13.4%	+17.7%
France	+1.9%	+2.6%
Italy	+2.8%	+3.0%
Spain	+3.0%	+5.0%
Brazil	+9.9%	+9.8%

Revenue and Organic Growth Calculation

(EUR million)	H1	H2	Q4	FY 2010
2009 Revenue	2,209	2,315	1,268	4,524
Currency impact	55	187	97	242
2009 Revenue at 2010 exchange Rate (a)	2,264	2,502	1,365	4,766
2010 Revenue before impact of acquisitions ⁽¹⁾ (b)	2,383	2,778	1,536	5,161
Revenue from acquisitions ⁽¹⁾	155	102	24	257
2010 Revenue	2,538	2,880	1,560	5,418
Organic Growth (b/a)	5.3%	11.0%	12.5%	8,3%

Currency impact (EUR million)			
	H1	H2	FY 2010
GBP	4	9	13
USD	5	95	100
Others	46	83	129
Total	55	187	242

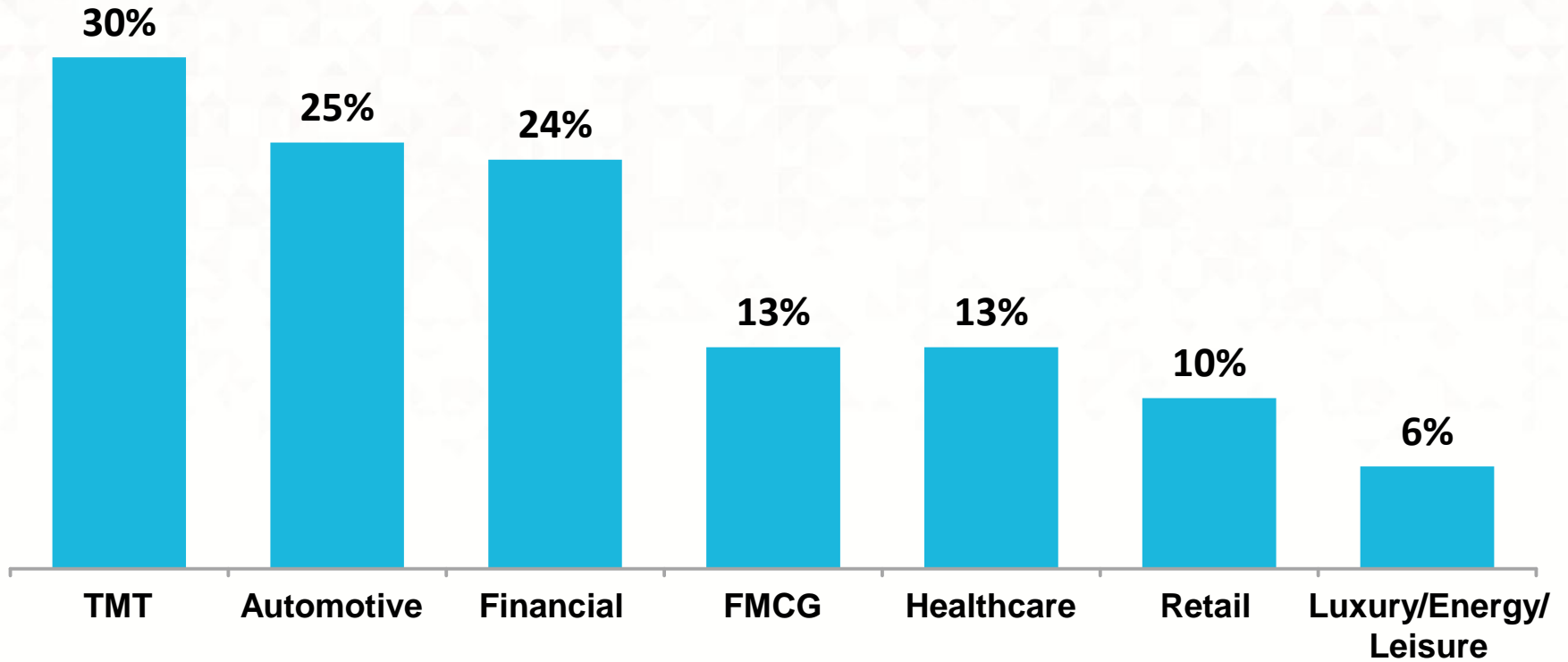
(1) Net of disposals

Average Exchange rate Dec. 31, 2010 : 1 USD = 0.7551 EUR 1 GBP = 1.1660 EUR

Organic Growth by Country

Organic Growth Rate	2010	Q4 10
Above 10%	Mexico, India, Brazil, USA, France, Russia, Turkey, Korea, Singapore	France, Brazil, Mexico, Arab Emirates, Germany, USA, India, Korea, Singapore
From 5 to 10%	China, UK, Germany, Canada, Spain	China, Russia, Netherlands, UK, Turkey, Saudi Arabia, Poland
From 0 to 5%	Saudi Arabia, Australia, Netherlands, Italy	Spain, Italy, Canada
Below 0%	Greece	Greece, Portugal

Growth by Sector*



Growth in all sectors

* Based on 1084 clients' revenue representing 86% of Groupe revenue in 2010

December 31, 2010 – Year to date Revenue by Region in US Dollar

(USD million)	FY 2010	FY 2009	Var. '10 vs '09
Europe	2,332	2,194	6.3%
North America	3,451	2,911	18.6%
Asia Pacific	816	693	17.7%
Latin America	377	303	24.4%
Middle East & Africa	199	186	7.0%
Total Groupe	7,175	6,287	14.1%

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

Dec. 31, 2009 YTD: 1 USD = 0.7195 EUR

Dec. 31, 2010 YTD: 1 USD = 0.7551 EUR

December 31, 2010 – Year to date Revenue by Region in GBP

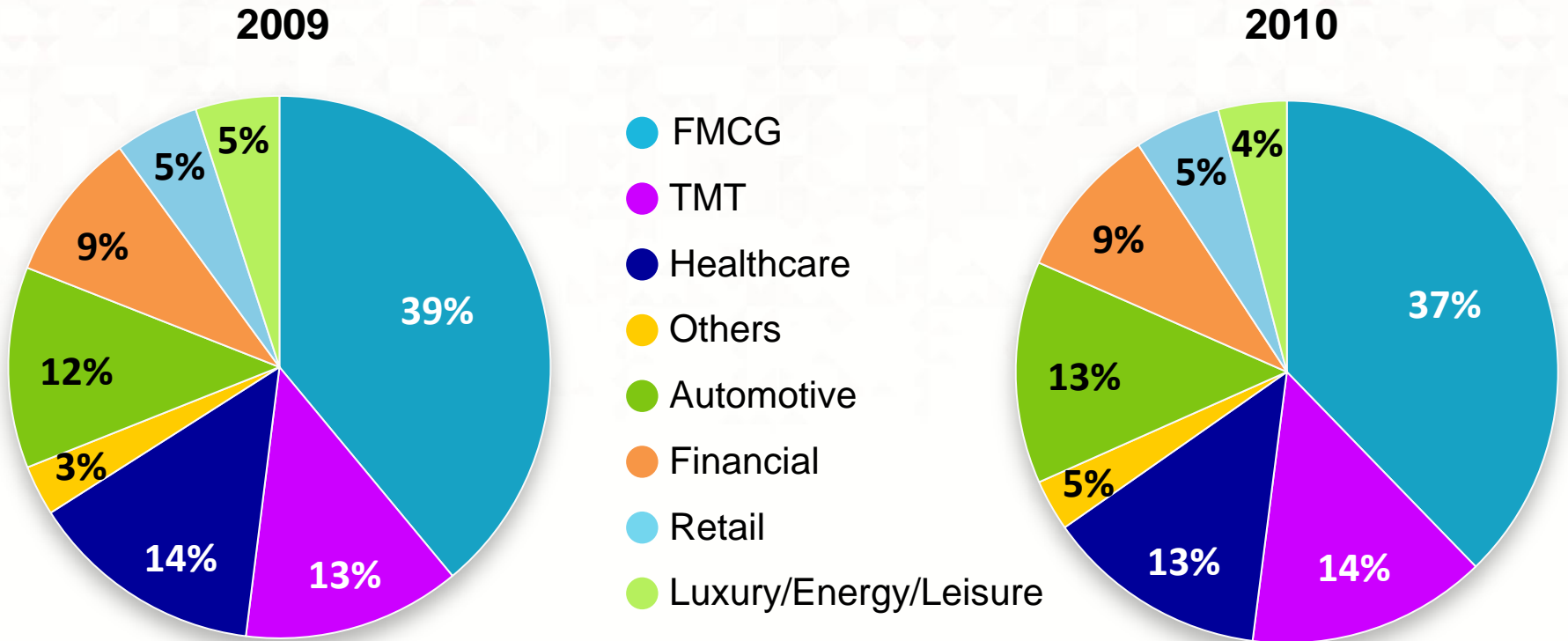
(GBP million)	FY 2010	FY 2009	Var. '10 vs '09
Europe	1,509	1,407	7.2%
North America	2,235	1,865	19.8%
Asia Pacific	529	444	19.1%
Latin America	244	194	25.8%
Middle East & Africa	129	119	8.4%
Total Groupe	4,646	4,029	15.3%

All entities translated into GBP using the following average exchange rates:

Dec. 31, 2009 YTD: 1 GBP = 1.1227 EUR

Dec. 31, 2010 YTD: 1 GBP = 1.1660 EUR

Publicis Groupe's Revenue by Sector 2009 vs 2010



Stable Portfolio

Revenue by Activity

Media

20.0%



SAMS*

47.4%



The "Coca-Cola Enjoying Food around China" series embedded the brand throughout



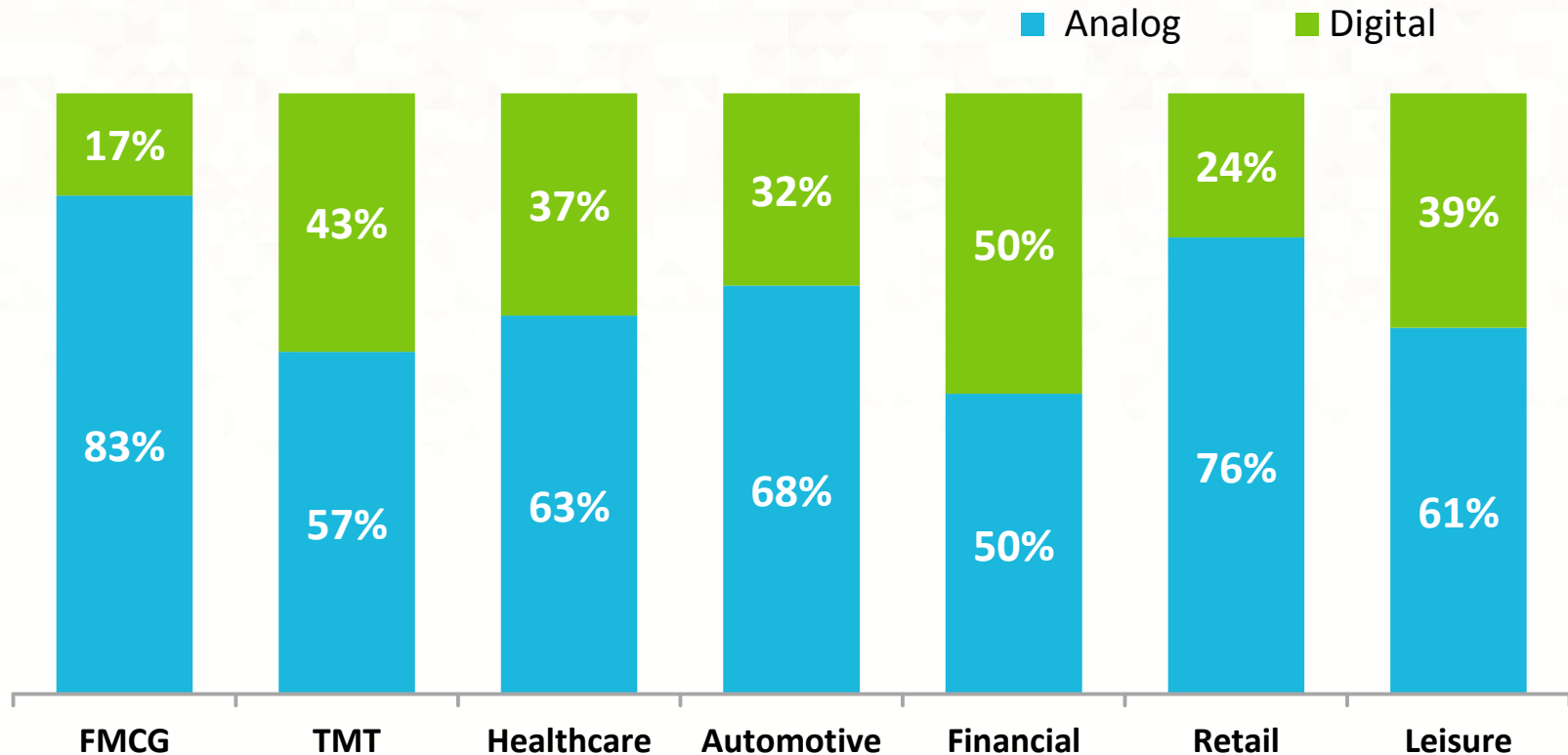
Advertising

32.6%



Digital transformation

Split of 2010 revenue by activity* (digital vs analog)

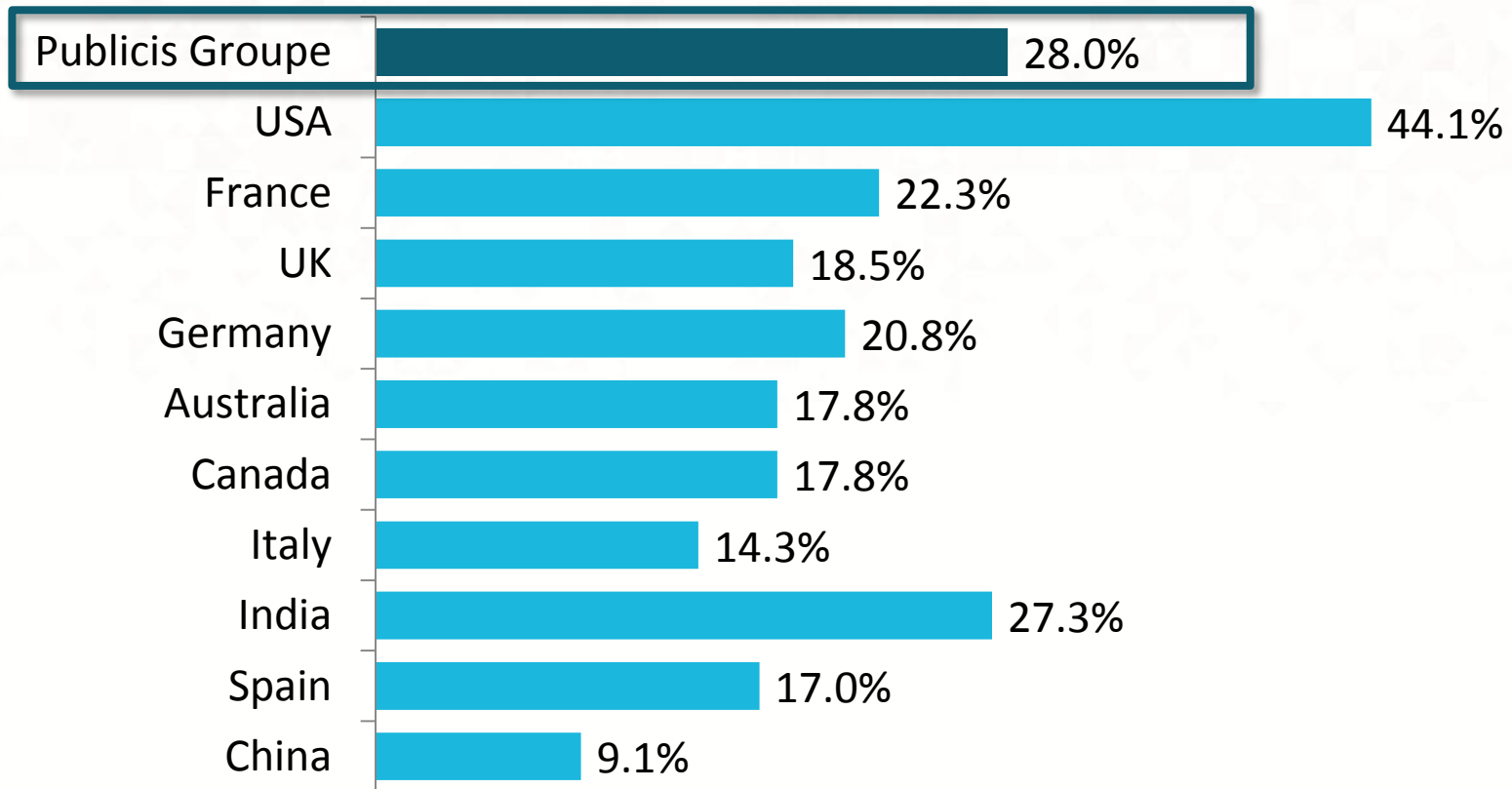


**Increasing portion of Digital revenue in each sector*
Further Growth Expected in FMCG and Retail**

* Based on 1084 clients revenue representing 86% of Groupe revenue in 2010

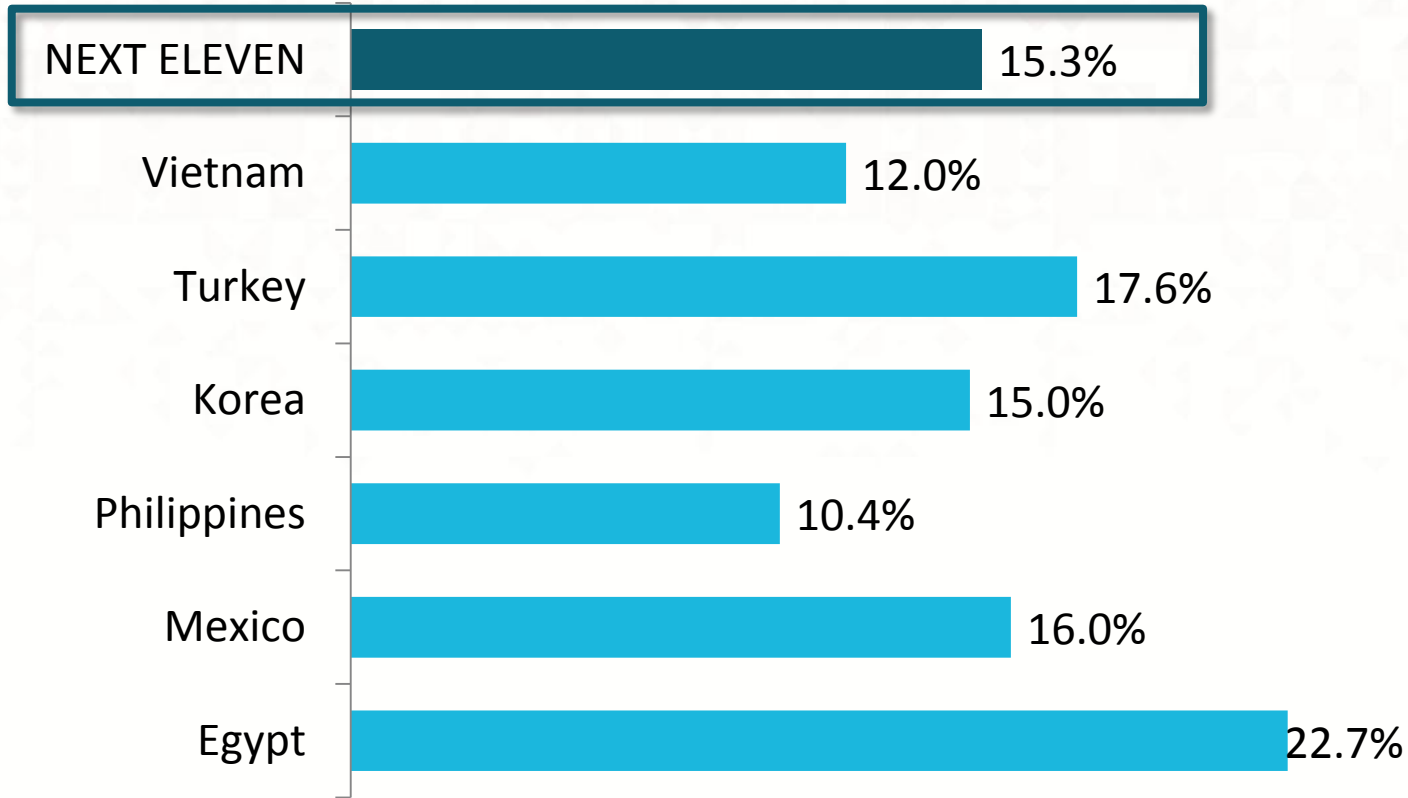
Acceleration of digital transformation

TOP 10 countries in Digital revenue (% of total country revenue)



Publicis Groupe already in 6 of the “Next Eleven”* countries through 5 of its global networks

Organic growth

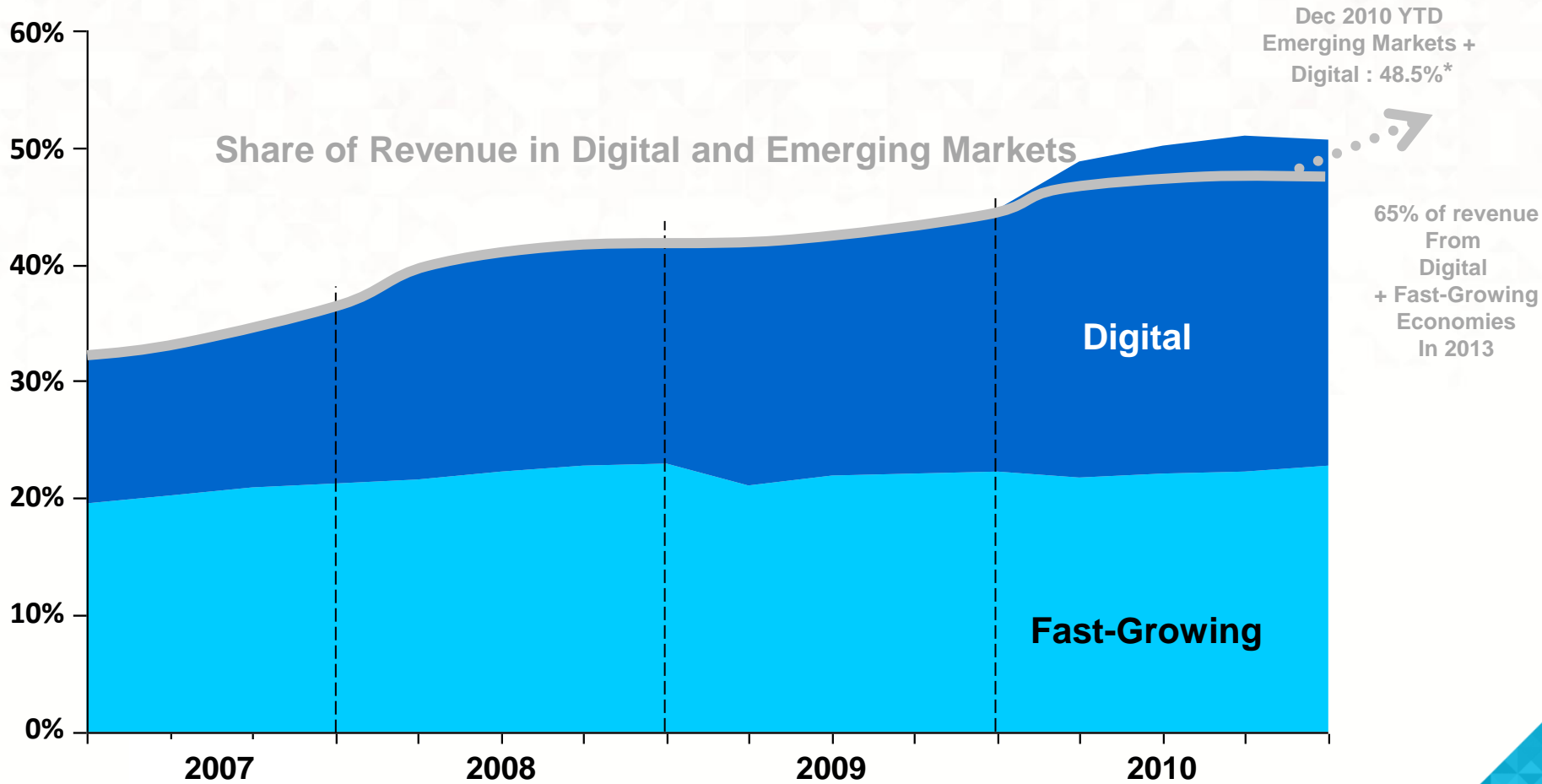


Represent **3%** of Publicis Groupe revenue

“Next 11” revenue represents 3% of Publicis Groupe revenue with: +15.3% organic Growth in 2010

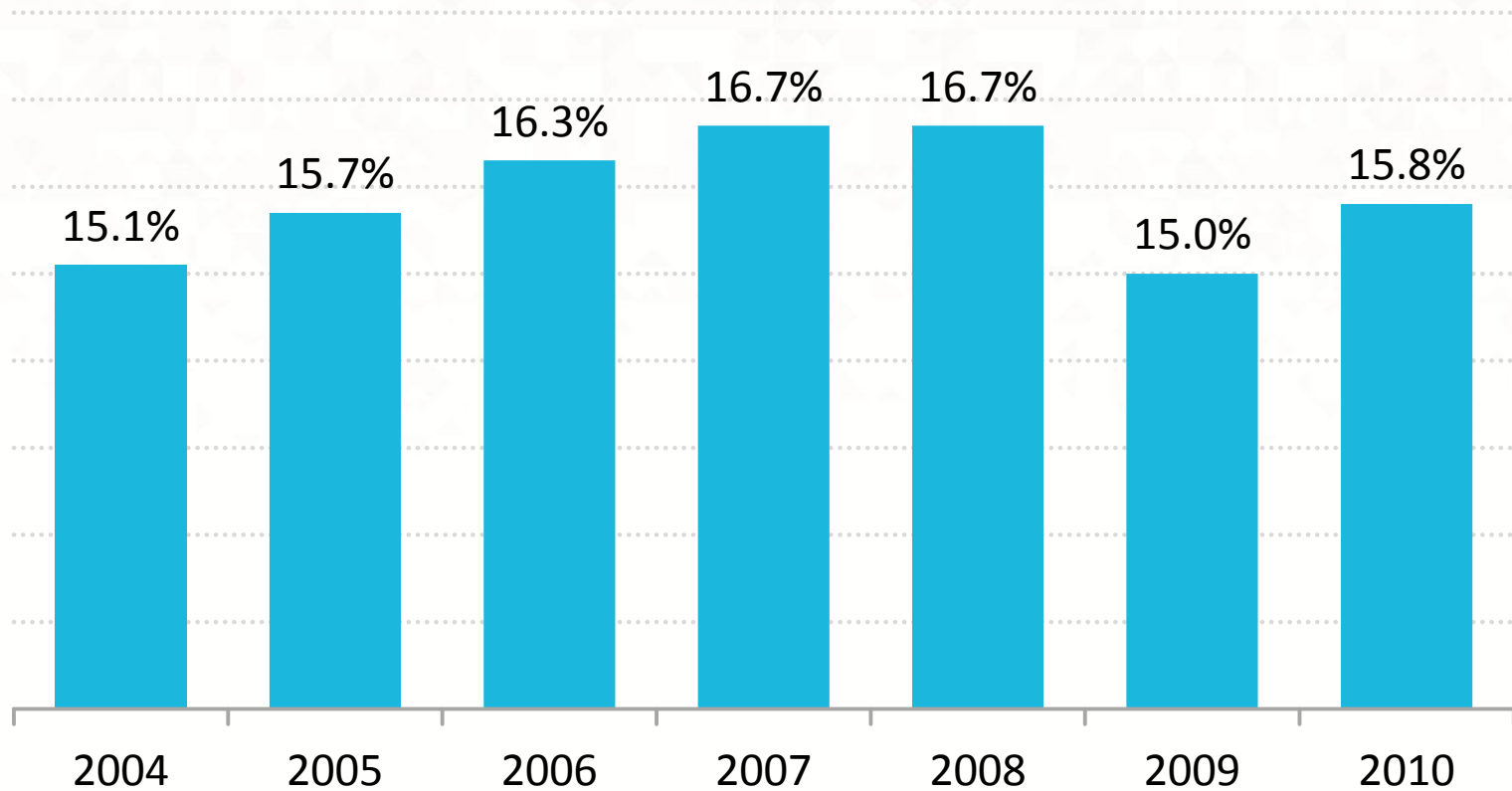
*Bangladesh, Egypt, Indonesia, Iran, Mexico, Nigeria, Pakistan, Philippines, South Korea, Turkey, and Vietnam

Evolution of Revenue Share from Fast-Growing Economies and Digital



* Including reduction for 2.2% due to overlap impact

Publicis Groupe's Operating Margin 2004-2010



Effective Tax Rate

	2010		2009	
	(m€)	%	(m€)	%
Income taxes (as published)	216	28.5 %	146	24.9%
Impact of income tax credit linked to Oceane 2014 deferred tax liability	-		23	
Income tax charge *	216	28.5 %	169	28.9%

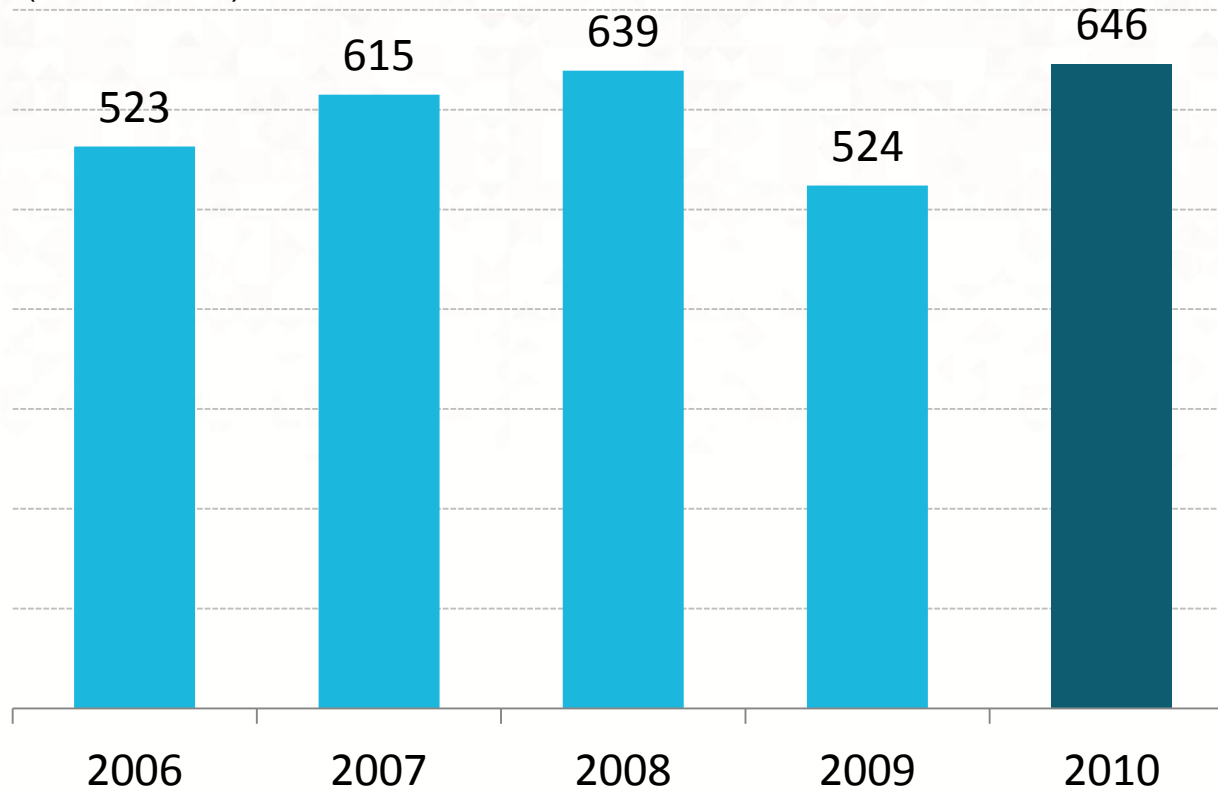
- 40 bp



Free Cash Flow

Before Change in Working Capital Requirements

(EUR million)



Robust Cash Generation

Gross Debt at 31 December, 2010

Split by maturity

(EUR million)	Total	2011	2012	2013	2014	2015 onwards
Oceane 2018*	121				121	
Oceane 2014	658				658	
Eurobond 2012**	523		523			
Eurobond 2015**	258					258
Oranes	21	3	3	3	2	10
Earn-out / Buy-out	301	194	35	45	18	9
Other debt**	176	93	2			81
Total gross debt	2 058	290	563	48	799	358

No Covenants

* Put Option in 2014

** including fair value of associated derivatives

Net Debt Split by currency

(EUR million)	Total	EURO	USD	GBP	Others
Oceane 2018	121	121			
Oceane 2014	658	658			
Eurobond 2012*	523	523			
Eurobond 2015*	258	258			
Orane	21	21			
Earn-out / Buy-out	301	101	41	38	121
Other debt*	176	54	81	0	41
Total gross debt	2,058	1,736	122	38	162
Cash and marketable securities	(2,164)	(1,449)	24	(98)	(641)
Net debt (Cash)	(106)	287	146	(60)	(479)

* Including fair values of associated derivatives

Net Debt Split by rate (after interest rate swap)

(EUR million)	Total	Earn-out / Buy-out	Fixed Rate	Variable Rate
Oceane 2018	121		121	
Oceane 2014	658		658	
Eurobond 2012*	523			523
Eurobond 2015*	258			258
Orane	21		21	
Other debt*	176		81	95
Total gross debt excl. Earn-out / Buy-out	1,757	-	881	876
Earn-out / Buy-out	301	301		
Cash and marketable securities	(2,164)			(2,164)
Net debt (Cash)	(106)	301	881	(1,288)

* Including fair values of associated derivatives