



PUBLICIS GROUPE S.A.

## PRESS RELEASE

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### **PUBLICIS GROUPE S.A. announces the exercise of the over-allotment option relating to its convertible bonds (OCEANE)**

**Paris, July 15, 2003** – As it was announced in July 9, 2003, following the success of the placement of its convertible bond into new or existing shares (OCEANE), PUBLICIS GROUPE S.A. today announced that the amount of the issue is therefore raised from €616 million to €672 million with the fully exercise of the over-allotment option.

This transaction has been described in the prospectus granted visa n° 03-646 by the French *Commission des Opérations de Bourse* on 8 July 2003.

\* \* \*

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*This announcement has been issued by Publicis Groupe S.A. and approved by Deutsche Bank and BNP Paribas solely for the purposes of Section 21 of the Financial Services and Markets Act 2000. In the context of the offer of the bonds, Deutsche Bank and BNP Paribas are acting solely for the account of Publicis Groupe S.A. and for no other person, and shall have no responsibility to any other person to provide them with the protections given to their respective clients or to provide advice in relation to the proposed offer.*

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**Publicis Groupe S.A.** (Euronext Paris : 13057 - NYSE : PUB) is the fourth largest advertising and communications group and the world leader in media buying and consulting, with a presence in 109 countries on five continents.

The Group is structured around three core businesses: **advertising**, with three autonomous global networks (Leo Burnett Worldwide, Publicis Worldwide and Saatchi & Saatchi Worldwide) and two creative multi-hub networks (Fallon Worldwide and 49%-owned Bartle Bogle Hegarty); **media buying and consulting**, with two global networks (Zenith Optimedia and Starcom MediaVest Group); and **specialized agencies and marketing services** (direct marketing, public relations, corporate and financial communications, ethnic and health communications...).

Internet websites : [www.publicis.com](http://www.publicis.com) and [www.finance.publicis.com](http://www.finance.publicis.com)

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