PRESS RELEASE

Publicis SA shareholders approve acquisition of Saatchi & Saatchi PLC

Paris, August 29, 2000—The shareholders of Publicis SA today overwhelmingly approved the acquisition of Saatchi & Saatchi PLC, a name change to Publicis Groupe SA, and a 10-for-1 stock split, effective September 7.

The Saatchi & Saatchi acquisition, approved by 99.99% of Publicis SA shareholders, is expected to be consummated September 12 by an exchange of shares, on the basis of between 13.833 and 18.252 new Publicis Groupe SA shares for 100 Saatchi & Saatchi PLC shares. The final ratio will be agreed on September 7 by the Board of Directors of Publicis SA in accordance with the average weighted level of the Publicis share during the 10 previous trading days and the Euro/pound sterling exchange rate.

The change in the name of Publicis SA to Publicis Groupe SA reflects the new profile of the group, which will consist of several networks.

The stock split will be effected by a stock dividend to all shareholders of record as of September 7.

The General Shareholders' Meeting also authorised the Board of Directors (Directoire):

- to increase the authorised capital of the group for a maximum total nominal amount by 30 million Euros over a period of 26 months
- to possibly repurchase up to 10% of the new capital shares within a period of 18 months.
- to allot subscription options and the repurchase of the shares of Publicis Groupe SA with a possibility to allow for the exchange of existing stock options of Saatchi & Saatchi against subscription options of Publicis Groupe SA.

The shareholders also approved the nomination of Robert L. Seelert, Chairman of Saatchi & Saatchi PLC, to the Supervisory Board of Publicis Groupe SA, which is presided over by Mme Elisabeth Badinter.

Maurice Lévy, CEO of Publicis Groupe SA, stated: "I would like to thank all Publicis shareholders for their support. In voting for the acquisition of Saatchi & Saatchi as well as the other proposed measures, they will permit the new Publicis Groupe to take its place as one of the major players in the sector and to play a leading role. Now we have to work to make the best of this wonderful acquisition and to sustain our growth efforts. Our group is rich in visible assets with its famous brand names, its considerable human capital and the confidence of its clients."

This acquisition allows Publicis to take on a new strategic and financial dimension due to:

- the presence in the group of two of the most significant global networks: Publicis Worldwide and Saatchi & Saatchi Worldwide will be managed entirely independent of, and sometimes competing with, each other,
- a strong position in interactive communications,
- specialised communications as a significant potential growth area, especially in the marketing services and the healthcare sector,
- the Group's increased market capitalisation and share liquidity,
- its stock quoted on the stock exchanges of Paris and New York (under the form of ADRs— American Depositary Receipts—at the New York Stock Exchange)
- the increased number of shareholders,
- a reinforced financial basis for pursuing its growth policy, both by internal growth and by acquisitions..

99.95% of the shareholders of Saatchi & Saatchi PLC voted in favour of the merger at the Extraordinary General Meeting which was held in London on August 16 of this year. The acquisition, which is being carried out under the form of a Scheme of Arrangement permitting the High Court of Justice of England and Wales to be responsible for the invalidation of all the shares of the acquired company – Saatchi & Saatchi PLC - and for their replacement by shares of the acquiring – Publicis - company, will be entirely completed on September 12, first day of quotation of the new shares

Publicis Groupe SA will rank as the fifth-largest worldwide communication group, with a revenue of Euros 2.1 billion, supplying a full range of services both geographically and by sector.

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