



PUBLICIS GROUPE

PRESS RELEASE

SUPERVISORY BOARD AND MANAGEMENT BOARD OF PUBLICIS GROUPE

Paris, June 1, 2010 – The Supervisory Board (*Conseil de Surveillance*), chaired by Elisabeth Badinter, met today and reappointed Sophie Dulac as Vice President. It is pleased that the shareholders voted to reappoint Helene Ploix, Michel Cicurel, Amaury de Seze and Gerard Worms at the Annual General Meeting, and welcomes newly elected members Marie-Josée Kravis, Marie-Claude Mayer and Véronique Morali.

The Supervisory Board noted with satisfaction the progress accomplished during the first four months of the year in terms of organic growth as well as cost control. The figures for the first months of 2010 are considered encouraging.

It is with regret that the Supervisory Board has accepted David Kenny's resignation from all his functions and from the Management Board (*Directoire*). The possible future evolutions for David Kenny would have implied relocating to Paris, which was not possible for family reasons. The Board was keen to pay tribute to David Kenny both in his capacity as VivaKi Managing Partner, as well as member of the Management Board of Publicis Groupe. His resignation will take effect on June 30, 2010.

The Supervisory Board has decided to ask Jack Klues to lead VivaKi as sole CEO.

The Supervisory Board has decided to appoint Jean-Yves Naouri as Chief Operating Officer of Publicis Groupe as of July 1st, 2010. The objectives assigned to him by the President of the Management Board will concern simplifying the organization and optimizing growth and costs.

The Supervisory Board has decided to appoint Jean-Michel Etienne to the Management Board of the Groupe. He will join the Management Board on July 1st for the remaining period of the mandate of David Kenny, that is until December 31, 2011.

Furthermore, the Supervisory Board has unanimously asked Maurice Levy to carry on his mission beyond December 31, 2011. Maurice Levy has agreed to oversee the transition period for as long as needed.

Maurice Levy said: *"The first months of 2010 were satisfactory and the current forecast for the full year is encouraging. The various measures announced today have been carefully worked out with the Appointments Committee and the Supervisory Board. Together with the entire Management Board, I want to join the Supervisory Board in paying tribute to David Kenny who helped us enormously in implementing our digital strategy. We did examine, with David, further steps for his career within our group. They all entailed*



relocating to Paris which was, for family reasons, not possible. We are parting on excellent terms and are working with David on new forms of collaboration with the group. From July 1st onwards Jack Klues will take on alone the responsibilities of VivaKi CEO. The appointment of Jean-Yves Naouri as Chief Operating Officer is a logical step in his career. I am convinced that he will meet the first goals assigned to him and that he will contribute to the development of a group he knows inside out. The appointment of Jean-Michel Etienne to the Management Board of Publicis Groupe is a fair recognition of his talents and dedication. To the question put to me by the Supervisory Board, I said that I would stay on board as long as needed. I will make sure the transition happens when the time is right so that my succession takes place in the best possible conditions for the Groupe, its clients, employees and shareholders. Kevin Roberts and Jack Klues are very supportive of all these decisions. With them, Jean-Yves Naouri and Jean-Michel Etienne, the Directoire is ready to accelerate on its growth path.”

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About Publicis Groupe

Publicis Groupe [Euronext Paris: FR0000130577] is the world's third largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is the first global network in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through the two first ranked worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by the two first ranked Digitas and Razorfish networks. Publicis Groupe launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Denuo, Razorfish, Starcom MediaVest Group and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's specialized agencies and marketing services offer healthcare communications with Publicis Healthcare Communications Group (PHCG, the first network in healthcare communications), sustainability communications and multicultural communications. With MS&L Group, the sixth leading PR and events network, Publicis Groupe expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events, sports marketing and events.

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