

Press release



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PUBLICIS GROUPE: NEW CO-INVESTMENT PLAN FOR 200 KEY EXECUTIVES

“The Management Board and Supervisory Board wanted to continue the co-investment program offered to the Groupe’s key executives after the resounding success of the 2009 program. Given the increasing competitiveness of talent in the global market, it is crucial for the Groupe’s executives to be directly involved in the Groupe’s successes. Co-investment in the Groupe is the expression of its executives’ strong commitment as it requires taking a real risk with personal funds. Furthermore, it contributes to the Groupe’s growth and profit objectives and to the pursuit of the Groupe’s development strategy in digital technology and in emerging countries” states Maurice Lévy, Chairman and CEO of Publicis Groupe.

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] has invited 200 key executives, employees and corporate officers of the Groupe from across the world to participate in a co-investment program, whose ambitious objective is the continued outperformance of its main competitors.

This program is consistent with the decisions taken at the Shareholders’ Meeting of June 7, 2011, and is based on the personal investment of these key executives in Publicis shares, reflecting the commitment of the Groupe’s key executives. The shares are purchased on the market through a dedicated company. This investment is coupled with a mechanism to promote retention and Groupe performance based on two essential criteria: growth and margin.

The executive-investors will receive, subject to the fulfillment of a three-year (France) or four-year (international) continued employment condition in the Groupe, a grant of free shares, in accordance with the 22nd resolution adopted by the Shareholder’s Meeting of June 7, 2011. In addition, subject not only to the continued employment condition but also a performance condition based on a comparison of Publicis Groupe to its peers in terms of organic growth and operating margin, the executive-investors may also benefit from stock options, to purchase newly-issued shares, granted under the 24th resolution adopted by the Shareholders’ Meeting of June 1, 2010.

With regards to the Management Board, the free shares will only be granted subject to the condition of performance of the Groupe, under the same conditions as applicable to the granting of stock options. Pursuant to Maurice Lévy’s decision to no longer benefit from performance shares or stock options, he will not be participating in this plan.

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In 2009, a co-investment plan was subscribed to by 136 key executives of the Groupe allowing them to subscribe to an investment program in Publicis shares. This program, which was subject to a three or four-year continued employment condition according to each country’s legislation, has been completed and has proven to be successful with regards to talent retention and to the Groupe’s performance. The Management Board and the Supervisory Board wanted to renew this initiative that consolidates the key assets of our Groupe: motivation and long-term talent investment within the Groupe.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world’s leading communications groups. We offer the full range of services and skills: digital (DigitasLBi, Razorfish, Rosetta, VivaKi), creative services (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia) and healthcare communications, with Publicis Healthcare Communications Group (PHCG). Present in 108 countries, the Groupe employs 58,000 professionals.

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Viva la Difference !

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