



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe Proposes to Acquire Chemistry through a Recommended Cash Offer

Paris, January 26, 2011 – Publicis Groupe (EURONEXT Paris: FR0000130577) today announced it has reached an agreement with Chemistry Communications Group plc ("Chemistry") on the terms of a recommended cash offer to acquire the whole of the issued and to be issued ordinary share capital of Chemistry. Publicis Groupe will pay Chemistry shareholders 37p per share, in a transaction valued at approximately £14.45 million. The Chemistry Board of Directors is recommending that its shareholders accept the offer.

Chemistry is one of the leading independent integrated communications agencies in the UK. It specialises in integrated marketing services with a strong emphasis on digital communications. Chemistry's services include advertising, digital strategy and marketing, direct marketing and promotional marketing.

The acquisition of Chemistry represents an attractive opportunity for Publicis Groupe to enhance its expertise and proposition in the UK market, particularly in the fields of digital customer relationship management and data analytics. It also provides Chemistry with the opportunity to leverage Publicis Worldwide's global network to service its existing international clients and expand its offering into end markets in which it is not currently present. The resulting enlarged group in the UK will provide a powerful platform to continue to attract and retain leading talent from across the industry.

The full offer document is available on the Publicis Groupe website (www.publicisgroupe.com) in the Investor Relations section under the Regulatory Documents tab.

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About Publicis Groupe

Publicis Groupe (listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index) is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops 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 MSLGROUP, one of the world's top five PR and Events networks, expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events.

Web site: www.publicisgroupe.com

About Chemistry

Chemistry was established in August 2000 and began trading on the London PLUS Stock Exchange in January 2001. The agency employs nearly 180 communications specialists, and comprises three UK agencies: the headquarters and main agency in London, Bearpark, a publishing and events company specialising in IT and its digital specialist agency based in Nottingham. The group has established a growing reputation for its ability to deliver integrated marketing services with a digital specialism, in particular online relationship marketing programmes, digital communications, large scale website design and builds as well as advertising, direct marketing and promotional marketing. Clients include Diageo, Kraft, Unilever, Emirates, Orange, Experian, Tesco, Premier Foods and SCA Hygiene, McNeil Nutritionals and Novartis.

Web site: www.chemistrygroup.co.uk

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