



PUBLICIS GROUPE

PRESS RELEASE

Notice of adjustment to the conversion ratio for the 2014 convertible bonds (OCEANE)

Paris, July 6, 2011 – Following the dividend payment approved at the annual general meeting of 7 June 2011 (ex-dividend date 30 June 2011), the conversion ratio for the 2014 convertible bonds (OCEANE) has been adjusted in accordance with the terms set out in the securities note registered by the AMF under no. 09-191 on 16 June 2009:

Conversion ratio before adjustment: 1 share for 1 bond
Adjusted conversion ratio: 1.003 shares for 1 bond

If the number of bonds tendered for conversion does not result in a whole number of shares, the bond holder may request the delivery of either:

- the whole number of shares immediately below such number, in which case, the holder will receive its fractional share as a cash payment of a sum equal to the product of the fractional share and the share price (the closing price on the trading day preceding the day on which the request to exercise the conversion right is received) ; or
- the whole number of shares immediately above such number, provided that the bond holder pays Publicis a sum equal to the value of the requested additional fractional share, valued as provided in the paragraph above.

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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 employs approximately 49,000 professionals and offers local and international clients a complete range of advertising services through three global 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 clients 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 offers healthcare communications with Publicis Healthcare Communications Group (PHCG, the first global network in healthcare communications). And with MSLGROUP, one of the world's top five PR and Events networks, also provides expertise in corporate and financial communications, public affairs, branding, and social media marketing.

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