

# Press Release



# 07/10/12



## **PUBLICIS GROUPE : Cessation and Implementation of a Liquidity Contract**

### **CESSATION OF A LIQUIDITY CONTRACT**

On July 10th, 2012, the contract of liquidity entrusted by Publicis Groupe S.A. to SG Securities (Paris) was terminated.

At his time, the following means appeared in the liquidity contract:

- 0 (nil) PUBLICIS GROUPE shares
- 28,811,776.45 euros

### **IMPLEMENTATION OF A LIQUIDITY CONTRACT**

By contract dated July 3rd, 2012 and for a duration of six months to be pursued by tacit renewal, Publicis Groupe S.A company entrusted to CREDIT AGRICOLE CHEUVREUX the implementation of a liquidity contract concerning ordinary shares, in compliance with the Code of ethics of the French Association of Financial markets ( AMAFI) dated March 8th, 2011 and approved by the AMF by decision of March 21st, 2011, published in the BALO.

For the implementation of this contract, the following means have been affected to the liquidity contract:

- EUR 15 million
- 0 (nil) PUBLICIS GROUPE shares

#### **About Publicis Groupe**

Publicis Groupe [Euronext Paris FR0000130577, part of the CAC 40 index] is the third largest communications group in the world, offering the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe's media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs 54,000 professionals.

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#### **Contacts**

**Publicis Groupe**  
Peggy Nahmany  
Martine Hue

Corporate Communication  
Investor Relations

+ 33 (0)1 44 43 72 83  
+ 33 (0)1 44 43 65 00