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EURONEXT WELCOMES PUBLICIS GROUPE'S €1.3 BILLION BOND ISSUE ON ITS PARIS MARKET



Paris – 12 January 2015 – Euronext announces the successful corporate bond listing by Publicis Groupe on its Paris market.

Publicis Groupe is the third largest communications group worldwide, leader in digital and interactive communication. With activities spanning 108 countries on five continents, Publicis Groupe employs more than 63,000 professionals. Publicis Groupe offers local and international clients a complete range of communication services.

The Publicis Groupe bond was admitted to listing on Euronext Paris through a placement with a total issued amount of €1.3 billion of notes consisting of two tranches :

- a €700 million tranche reaching maturity on 16 December 2021, with a 1.125% annual coupon, executed with a 60 basis point spread over mid-swap (ISIN : FR0012384634);
- a €600 million tranche reaching maturity on 16 December 2024, with a 1.625% annual coupon, executed with a 75 basis point spread over mid-swap (ISIN : FR0012384667).

Marc Lefèvre, Head of European Business Development and Client Coverage at Euronext, said : *“We are pleased that Publicis Groupe has chosen to list this bond on Euronext Paris. With over 4,500 bonds listed on our European markets, Euronext is the natural place for issuers to look to in meeting their financing needs and achieving their funding objectives through bonds. The listing on Euronext will increase the visibility and liquidity of the bond of Publicis Groupe.”*

Jean-Michel Etienne, Group Chief Financial Officer of Publicis Groupe, added: *“This successful bond issue will finance the acquisition of Sapient which will uniquely position Publicis to help all clients with true depth of expertise in all key areas for the future of marketing. This acquisition will allow Publicis Groupe to assert even faster as the leader in the convergence of marketing, communication, omnichannel commerce and technology”*

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About Publicis Groupe

Publicis Groupe (Euronext Paris FR0000130577, CAC 40) is one of the world's leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBi, Razorfish, Rosetta, VivaKi, Nurun), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs 64,000 professionals.

www.publicisgroupe.com | Twitter:@PublicisGroupe | Facebook: www.facebook.com/publicisgroupe | *Viva la Difference !*

About Euronext

Euronext is the primary exchange in the Euro zone with over 1 300 issuers worth €2.6 trillion in market capitalization, an unmatched blue chip franchise consisting of 20+ issuers in the EURO STOXX 50® benchmark and a strong diverse domestic and international client base.

Euronext operates regulated and transparent equity and derivatives markets. Its total product offering includes Equities, Exchange Traded Funds, Warrants & Certificates, Bonds, Derivatives, Commodities and Indices. Euronext also leverages its expertise of running markets by providing technology and managed services to third parties. Euronext operates regulated markets, Alternext and the Free Market: in addition it offers EnterNext, which facilitates SMEs' access to capital markets.

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Additional Information and Where to Find It

This communication is for informational purposes only and is neither an offer to purchase nor a solicitation of an offer to sell shares. The tender offer is being made pursuant to a Tender Offer Statement on Schedule TO filed by Publicis with the Securities and Exchange Commission (the "SEC") on November 12, 2014. Sapient filed a Solicitation/Recommendation Statement on Schedule 14D-9 with the SEC with respect to the tender offer on November 12, 2014. THE TENDER OFFER MATERIALS (INCLUDING AN OFFER TO PURCHASE, A RELATED LETTER OF TRANSMITTAL AND CERTAIN OTHER TENDER OFFER DOCUMENTS) AND THE SOLICITATION / RECOMMENDATION STATEMENT, INCLUDING IN EACH CASE ANY AMENDMENTS OR SUPPLEMENTS THERETO, CONTAIN IMPORTANT INFORMATION. HOLDERS OF SHARES OF SAPIENT COMMON STOCK ARE URGED TO READ THESE DOCUMENTS CAREFULLY BECAUSE THEY CONTAIN IMPORTANT INFORMATION THAT HOLDERS OF SHARES OF SAPIENT COMMON STOCK SHOULD CONSIDER BEFORE MAKING ANY DECISION REGARDING TENDERING THEIR SHARES. The Offer to Purchase, the related Letter of Transmittal and certain other tender offer documents, as well as the Solicitation / Recommendation Statement, are being made available to all holders of shares of Sapient common stock at no expense to them. The tender offer materials and the Solicitation / Recommendation Statement are available at no charge on the SEC's website at www.sec.gov. The tender offer materials and the Solicitation / Recommendation Statement may also be obtained at no charge by contacting D.F. King & Co., Inc., the information agent for the tender offer, toll-free at (866) 796-6860.

Forward-Looking Statements

This communication contains forward-looking statements (including within the meaning of the Private Securities Litigation Reform Act of 1995) concerning Sapient, Publicis, the proposed transaction and other matters. These statements may discuss goals, intentions and expectations as to future plans, trends, events, results of operations or financial condition, or otherwise, based on current beliefs of the management of Sapient and Publicis as well as assumptions made by, and information currently available to, such management. Forward-looking statements may be accompanied by words such as "aim," "anticipate," "believe," "plan," "could," "would," "should," "estimate," "expect," "forecast," "future," "guidance," "intend," "may," "will," "possible," "potential," "predict," "project" or similar words, phrases or expressions. These forward-looking statements are subject to various risks and uncertainties, many of which are outside the parties' control. Therefore, you should not place undue reliance on such statements. Factors that could cause actual results to differ materially from those in the forward-looking statements include failure to obtain the tender of a majority of the outstanding shares of Sapient common stock and regulatory approvals in a timely manner or

otherwise; failure to satisfy other closing conditions to the proposed transaction; risks that the new businesses will not be integrated successfully or that the combined companies will not realize estimated cost savings, synergies and growth or that such benefits may take longer to realize than expected; failure to realize anticipated benefits of the combined operations; risks relating to unanticipated costs of integration; losses on media purchases and production costs incurred on behalf of clients; reductions in client spending, a slowdown in client payments and changes in client communication requirements; failure to manage potential conflicts of interest between or among clients; unanticipated changes relating to competitive factors in the advertising and marketing industries; ability to hire and retain key personnel; ability to successfully integrate the companies' businesses; the potential impact of announcement or consummation of the proposed transaction on relationships with third parties, including clients, employees and competitors; ability to attract new clients and retain existing clients in the manner anticipated; reliance on and integration of information technology systems; changes in legislation or governmental regulations affecting the companies; international, national or local economic, social or political conditions that could adversely affect the companies or their clients; conditions in the credit markets; risks associated with assumptions the parties make in connection with the parties' critical accounting estimates and legal proceedings; and the parties' international operations, which are subject to the risks of currency fluctuations and foreign exchange controls, among others. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties that affect the parties' businesses, including those described in Sapient's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, Current Reports on Form 8-K and other documents filed from time to time with the SEC and those described in Publicis' annual reports, registration documents and other documents filed from time to time with the French financial market regulator (*Autorité des Marchés Financiers* or "AMF"). Except as required under applicable law, the parties do not assume any obligation to update these forward-looking statements.