



Early Redemption of Bonds 1%, maturing on 18 January 2018, convertible into new Publicis shares or exchangeable into existing Publicis shares

Paris, December 20, 2013. Publicis Groupe SA (“Publicis”) has decided to proceed with the early redemption of all outstanding 1% bonds, maturing on 18 January 2018, convertible into new Publicis shares or exchangeable into existing Publicis shares, issued on 18 January 2002 (ISIN FR0000180127 – the “Bonds”) in accordance with the provisions under article 2.3.5.3 (b) of the offering memorandum (*note d’opération*), forming part of the Prospectus that received COB visa no. 02-020 of 10 January 2002.

In view of the redemption requests made in November and December 2013 for a total of 2 387 223 Bonds, the number of outstanding Bonds as at 19 December 2013 amounted to 237 315 Bonds, i.e. less than 10% of the number of Bonds initially issued by Publicis. The conditions of the early redemption of the Bonds as set out under article 2.3.5.3 (b) of the offering memorandum were thus satisfied from 10 December 2013.

The early redemption will occur on 25 January 2014 at a price of 48.76 euros corresponding to the Early Redemption Price plus the coupon accrued from 18 to 25 January 2014. This sum shall ensure Bondholders receive, taking into account interest payments, an effective actuarial rate of return calculated on the Settlement Date (i.e. 18 January 2002) equal to 2.75% annually, in accordance with articles 3.5.3.5 and 2.3.6 of the offering memorandum. Interest will cease to accrue from 25 January 2014.

Up until the seventh business day (inclusive) prior to 25 January 2014, i.e. until 14 January 2014 (inclusive), Bondholders shall have the ability to exercise their conversion/exchange right at the rate of 1.015 Publicis shares in exchange for 1 Bond (given the adjustment to the basis of conversion or exchange as indicated in the BALO notice of 6 November 2013).

Holders of Publicis Bonds who exercise their conversion/exchange right will on 25 January 2014 receive existing Publicis shares which shall be immediately equivalent to outstanding shares.

The authorized intermediary in charge of financial services for the Bonds and of centralizing requests for conversion into Publicis shares is BNP Paribas Securities Services, Les Grands Moulins de Pantin, 9 rue du débarcadère 93671 Pantin.

About Publicis Groupe

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