



## PRESS RELEASE

On March 17, 2015, before the opening of the Paris Stock Exchange, **Publicis Groupe [EURONEXT Paris: FR0000130577, CAC 40]** has acquired a block of 2,406,873 of its own shares from the Badinter family for a total of 175,775,861 EUR, at a price of 73.03 EUR per share.

This transaction is part of the buy-back program approved by the General Shareholders Meeting held on May 28, 2014 and the repayment ahead of schedule of the ORANE 2022 approved by the Supervisory Board and announced on September 15, 2014. 12,684,487 shares are required for this repayment. One half will be taken from shares currently held by the Company, and the other half (6,342,244 shares) will be acquired. The 2,406,873 shares bought from the Badinter family will be used to cover the debt securities giving access to equity capital in order to proceed with the early repayment of the ORANE 2022. The balance of 3,395,371 shares will be acquired in the market.

The Supervisory Board meeting held on March 12, 2015 examined the proposal to buy back part of the shares held by Ms. Elisabeth Badinter and her family, and concluded that the acquisition of this block of shares was in the best interests of the Company and its shareholders. Consequently, it unanimously approved this transaction; the Board members personally concerned abstained from taking part in the discussion and vote.

This transaction will bring the holding of Ms. Elisabeth Badinter and her family group from 8.67% to 7.58% of the share capital and from 15.87% to 13.88% of the voting rights. Ms. Elisabeth Badinter remains the first shareholder in the Company.

The price of the transaction represents a discount of 2% from the weighted average share price over the previous five trading days and of 4.5% with respect to the closing price of 76.47 EUR on March 16, 2015.

The share buy-back is financed by Publicis Groupe's available cash resources.

Publicis Groupe welcomes this transaction, which enables the Company to control changes in its shareholding structure without affecting its financial structure, while at the same time ensuring the early repayment of the ORANE, which will have a relative effect on the net profit per share on a fully diluted basis of around 2.4% on a full year. The early repayment of the ORANE will be submitted to the Shareholders' Meeting of the Company, which will take place on May 27, 2015.

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## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. In a world marked by increased convergence and consumer empowerment, Publicis Groupe offers a full range of services and skills: digital, technology & consulting with Publicis.Sapient (SapientNitro, Sapient Global Markets, Sapient Government Services, Razorfish Global, DigitasLBi, Rosetta) - the world's largest most forward-thinking digitally centered platform focused exclusively on digital transformation in an always-on world - as well as creative networks such as BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi, public affairs, corporate communications and events with MSLGROUP, ad tech solutions with VivaKi, media strategy, planning and buying through 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 more than 75,000 professionals.

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