



06/27/12



**New Conversion/Exchange Ratio for the Océanes
3.125% (Bonds convertible into and/or
exchangeable for new or existing Publicis Groupe
shares) due July 30th, 2014
(Code ISIN FR 0010771899 Euronext Paris)**

Further to the payment of a 0.70€ per share dividend for the 2011 fiscal year, approved by Publicis Groupe SA Shareholders meeting held on May 29th, 2012 (ex-dividend June 27th, 2012) the conversion/exchange ratio of the Océanes (bonds convertible into and/or exchangeable for new or existing shares) 3.125% due July 30th, 2014 has to be adjusted.

Following article 4.16.8 of the Offering Circular (AMF n° 09-191 dated June 16th, 2009) regarding the issuance by Publicis Groupe SA of bonds convertible into and/or exchangeable for new or existing shares (Océanes) due July 30th 2014, the new Conversion/Exchange Ratio is adjusted from 1.003 to 1.006 Shares per Bond from June 27th, 2012. The calculation is based on the formula provided for by article 4.16.6 (10) of the Offering Circular.

The conversion parity of other instruments that give access to additional Publicis capital (Océane 1% 2018 code ISIN:FR0000180127, Orane Publicis Groupe code ISIN:FR0000187783 and common share purchase warrants code ISIN:FR0000312928,) remains the same.

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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