



PUBLICIS SUCCESSFULLY PRICES EUR 1.3 BILLION BOND ISSUE

December 9th 2014 – Publicis Groupe (EURONEXT : PUB FP), rated Baa2 by Moody's and BBB+ by Standard and Poor's (both with a stable outlook), announces that it has successfully priced its offering of EUR 1.3 billion of notes, consisting of two tranches:

- EUR 700 million of notes due 16 December 2021, with an annual coupon of 1.125% corresponding to a spread of mid-swap + 60bps
- EUR 600 million of notes due 16 December 2024, with an annual coupon of 1.625% corresponding to a spread of mid-swap + 75bps

Publicis intends to use the net proceeds of this offering to fund the acquisition of Sapient Corporation Inc. Any remaining proceeds will be used for general corporate purposes.

If Publicis has not completed and closed the acquisition of Sapient Corporation, and has publicly stated that it no longer intends to pursue such acquisition on or prior to 30 June 2015, Publicis has, at his own discretion, the option to call the bonds at 101%

BNP PARIBAS and Citi acted as Global coordinators and active bookrunners for the offering; BofA Merrill Lynch, Natixis and Societe Generale CIB acted as active bookrunners ; Barclays, Credit Agricole CIB, CM-CIC, HSBC and J.P. Morgan acted as passive bookrunners.

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 63,000 professionals.

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