



PUBLICIS GROUPE

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PRESS RELEASE

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**Successful completion of early redemption  
of the 2018 OCEANE: bondholders representing 62%  
of the outstanding nominal amount exercised put option**

**Paris, February 7, 2005** — In the context of its balance sheet simplification process, Publicis Groupe has successfully completed the transaction launched in early January 2005.

Bondholders representing approximately 62% of the 2018 OCEANE's outstanding nominal amount exercised the additional early redemption option approved at the bondholders' meeting of January 20, 2005. This significant level of exercise clearly demonstrates the success of this transaction.

The early redemption, representing approximately EUR 462 million, reduces future dilution by 10.9 million shares and significantly mitigates the impact of potential future refinancing needs (through the remaining 2006, 2010 and 2014 put options). This early redemption will be financed by the EUR 750 million inaugural straight Eurobond issued by Publicis Groupe in January 2005, with a 7-year maturity and an annual coupon of 4.125%. This bond issue was very well-received with overwhelming demand resulting in an orderbook three times oversubscribed.

The settlement of the 2018 OCEANE's redemption will take place on February 10, 2005. After such date, the outstanding nominal amount of the 2018 OCEANE will be approximately EUR 262 million, representing now only a potential dilution of 6.7 million shares.

Jean-Michel Etienne, Publicis Groupe Chief Financial Officer, declared: *"We have now completed a significant step in our process to simplify the Groupe's balance sheet and we are delighted with the market's enthusiastic response to both the subscription of our inaugural Eurobond issue launched on January 19, 2005 and to the level of exercise of the early redemption option of the 2018 OCEANE"*.

Barclays Capital and BNP Paribas acted as global coordinators and advisors to Publicis Groupe in respect of this transaction.



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**Publicis Groupe** (Euronext Paris: FR0000130577 and member of the CAC40 Index - NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. Its activities span 109 countries on six continents.

Groupe activities cover **advertising**, through three autonomous global advertising networks: Leo Burnett Worldwide, Publicis Worldwide, Saatchi & Saatchi Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned ; **media consultancy and buying** through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and **marketing services** and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

Web sites: [www.publicis.com](http://www.publicis.com) and [www.finance.publicis.com](http://www.finance.publicis.com)

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