



PUBLICIS GROUPE

PRESS RELEASE

Paris, December 7, 2004

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Publicis Groupe Supervisory Board Meeting

New Composition of Supervisory Board

- **Tateo Mataki, President and CEO of Dentsu, Joins the Supervisory Board**

New Composition of Management Board

- **Roger Haupt Progressively Relinquishes His Responsibilities**
- **Jack Klues, CEO of Starcom MediaVest Group, Named Member of Management Board**
- **Business Activity in Line With Forecasts**

Publicis Groupe announces the new composition of the Management Board (Directoire), its top management structure, following the Groupe's Supervisory Board (Conseil de Surveillance) meeting, chaired by Madame Elisabeth Badinter on December 7, 2004. The Supervisory Board welcomed Tateo Mataki, President and CEO of Dentsu Inc., who replaces on the Board Fumio Oshima, Senior Executive Advisor, Corporate Affairs, and who will sit with Yutaka Narita, Principal Advisor and Chairman of Dentsu Group.

The Supervisory Board also reviewed business activity through ten months of the year, which has developed in line with forecasts.

Roger Haupt, Member of the Management Board, President and Chief Operating Officer, has informed the Board that, as planned, he will progressively relinquish his responsibilities, respecting the tradition of Leo Burnett, and his commitment to remain as long as necessary to see through the successful integration of b/com3 following its merger with Publicis Groupe. Roger Haupt will remain Chairman of Publicis Groupe Media (PGM) in order to implement PGM development initiatives already decided, and will act as a consultant to Maurice Levy. Publicis Healthcare Communications Group will become part of the SAMS (Specialized Agencies and Marketing Services) division and will report to John Farrell, President and CEO of SAMS.



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Madame Badinter expressed the Board's appreciation for Roger Haupt's 'personal leadership and professional dedication', including his 'total commitment' that contributed to the successful integration of b/com3 into the Publicis Groupe as well as his 'unrelenting efforts' to assure the continuing transformation of the Groupe as a global leader in its field. She expressed her satisfaction that Roger Haupt would continue to contribute to the Groupe.

In a letter to the Board, Roger Haupt expressed his decision to progressively relinquish his activities. He stated, *«The b/com3 Group has been warmly welcomed into the Publicis family. It is a family in which I am pleased to say I will play a continuing, albeit a significantly reduced, role. Special thanks go to Publicis Groupe and particularly Maurice Lévy. The success of our merger speaks volumes to Maurice's unwavering commitment to honoring agreements we made when we negotiated the merger.»*

Jack Klues, 49, currently CEO of Starcom MediaVest Group, will become a member of the Management Board (Directoire).

Jack Klues' entire career has been at Leo Burnett, culminating with the creation of Starcom MediaVest Group Worldwide (SMG Worldwide) which he developed into a real leader among the world's media agencies. A true specialist in his field, obsessed with innovation and performance, Jack Klues boosted the company to the very top international ranks.

The rapprochement with Publicis Groupe permitted the creation of the global leader in the media field, Publicis Groupe Media. Dedicated to service to and performance for the client, PGM is made up of two totally independent and autonomously-managed media agencies, SMG and ZenithOptimedia. His participation in the Management Board will deepen and broaden the expertise of the executive management organ of Publicis Groupe.

Maurice Lévy said : *« Roger Haupt and I have enjoyed a relationship of total confidence. This real cooperation daily was what allowed us to achieve the successful integration of b/com3. I know personally how much work, how much travel, and how much effort and energy Roger has devoted daily to that cause. I am immensely appreciative of that; Roger permitted us to face the challenges and transform Publicis into the world's fourth-largest communications group.»*

On Jack Klues' appointment, Maurice Lévy commented: *«It is a great pleasure to welcome Jack Klues as a member of the Management Board. It was an easy choice for all of us, a measure of Jack's qualities as a manager and his track record of performance. We will benefit tremendously at a time when the importance of media has never been greater, when the holistic approach is a critical strategic objective for us and for our clients, and when Jack's hands-on experience and comprehensive knowledge of the American marketplace can guide the Management Board and the Groupe as a whole.»*

As of January 1, 2005, the Publicis Groupe Management Board will be made up of five individuals: Maurice Lévy, Chairman and CEO ; Kevin Roberts, CEO of Saatchi & Saatchi ; Claudine Bienaimé, General Secretary ; Bertrand Siguier, Executive Vice President of Publicis Worldwide and Jack Klues, CEO of Starcom MediaVest Group.



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*The “**Conseil de Surveillance**” of Publicis Groupe is its Supervisory Board, which includes exclusively shareholder representatives. No members of executive management are members of the Supervisory Board.*

*The “**Directoire**” of Publicis Groupe is composed exclusively of members of executive management.*

Publicis Groupe (Euronext Paris: FR0000130577 and member of the CAC 40 Index - NYSE: PUB) is the world's fourth largest communications group, as well as the 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 and www.finance.publicis.com