

Corporate Action Notice

December 15, 2009

Ratio Change Notice

	OLD	NEW
Name	Publicis Groupe S.A.	Publicis Groupe S.A.
Country	France	France
Symbol	PUBGY	PUBGY
CUSIP	74463M106	74463M106
Exchange	OTC	OTC
Ratio	1 ADRs : 1 ORDs	2 ADRs : 1 ORDs

This is to advise that effective **December 18, 2009** Publicis Groupe will change its DS/Share ratio on its American Depositary Receipts (ADRs) from One (1) Depositary Share ("DS") representing One (1) Deposited Security to **Two (2) DSs to One (1) Deposited Security**. This will result in a 100% stock distribution (forward split) to DR holders of record.

Following are the pertinent details:

- **DR Record Date: December 14, 2009**
- **Rate of Distribution: 100%**
- **DR Pay Date: December 18, 2009**

This ratio change will not entail a mandatory exchange of DRs. In addition, the Depositary will overstamp the existing inventory of DR certificates to reflect the ratio change. The DSs presently held will not be called in for exchange and will automatically represent the new ratio. Furthermore, this ratio change is not a result of any corporate action on the Deposited Shares of the Company. No action is required by the DR holders.

To learn more about Depositary Receipts and issuer programs, please contact our marketing desks:

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