



## PUBLICIS GROUPE

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### PRESS RELEASE

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### **FIRM TRENDS CONFIRMED**

**Organic growth:**

**2Q 2004: +4.5%**

**1H 2004: +4.5%**

**New business (net):**

**2Q 2004: \$900 m**

**1H 2004: \$1.9 bn**

### **PROFIT AND FINANCIAL TARGETS CONFIRMED**

**Revenues:**

**Consolidated revenues** for Publicis Groupe in the second quarter of 2004 were **€981 million** compared with €965 million for the same period of 2003. This set **organic growth at +4.5%**, up slightly on the first quarter (+4.4%), and reflects firm underlying trends.

Groupe revenues to 30 June 2004 totaled €1,847 million compared with €1,870 million in the first half of 2003, for an organic rise of 4.5% over the six-month period. This discounts both the unfavorable impact of currency translation and negligible effect of acquisitions and divestments. The negative impact of exchange-rate conversions on revenues was held to €27 million in the second quarter compared with €71 million in the first, for a total of €98 million for the first half. They are linked primarily to the US dollar.

Analyzing geographical markets, North America and Asia were driven by continued strong growth in advertising outlays, while European markets picked up further in the second quarter despite weaknesses in the Netherlands and in some Scandinavian markets. In Latin America, the robust recovery observed at the beginning of the year continued.



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### Revenues by Region

<b>Second Quarter</b>	<b>in millions of euros</b>	<b>Organic growth</b>
Europe	401	+2.2%
North America	427	+3.7%
Asia-Pacific	95	+6.7%
Latin America	41	+35.3%
Rest of World	17	+12.6%
<b>Total</b>	<b>981</b>	<b>+4.5%</b>

<b>First Half</b>	<b>in millions of euros</b>	<b>Organic growth</b>
Europe	751	+2.0%
North America	808	+3.9%
Asia-Pacific	181	+7.8%
Latin America	76	+28.2%
Rest of World	31	+12.0%
<b>Total</b>	<b>1,847</b>	<b>+4.5%</b>

**Maurice Lévy**, Chairman & CEO of Publicis Groupe, said:

*“Growth in all parts of the world and in all industries has been encouraging, and Publicis Groupe has taken advantage of this trend.*

*Developments in the second quarter of 2004 were in line with our projections, including consolidation of growth in North America and Asia, and a slight rise in Europe.*

*Organic growth at Publicis Groupe is up slightly, in keeping with our targets. We are continuing to win market share, building on existing momentum and attractiveness, as confirmed by our strong performance in New Business.*

*First-half results are set to rise further, with both operating margins and cash generation strengthened.*



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*Our Focus on Cash program is moving ahead successfully and should ultimately lead to a marked improvement in our financial ratios, as planned.*

*In the second half of the year, we anticipate consolidation of market growth. And we have full confidence that Publicis Groupe will be able to take advantage of this.*

*First indications for 2005 market growth are that Europe should equal the US, no longer driven by the run-up to the presidential elections.*

*Based on current forecasts, our growth objectives should remain firm.”*

### **New Business**

In the second quarter, Publicis Groupe continued to win new accounts with notable success, representing a total \$1.4 billion (€1.2 billion) for the period — a figure comparable to that for the first quarter, and drawn from the group's various networks.

Taking into account the loss of some accounts over the same period, net New Business totaled \$900 million (€740 million), including 60% in advertising and SAMS and 40% in media consultancy and media buying.

This sets total net New Business won in the first half at \$1.9 billion (€1.6 billion), broken down evenly between advertising/SAMS and media consultancy/media buying.

Major new accounts included:

#### **Publicis Worldwide:**

Zurich Financial (worldwide) - L'Oréal/SoftSheen-Carson and Beringer Blass Wine Estates (USA) – French Ministry of Health / Health Insurance Reform and Lee Cooper (France) - Fortis Bank (Belgium) - Excelcomindo (Indonesia) - Daewoo Consumer Electronics and Hyundai Card 'S' (South Korea).

#### **Leo Burnett:**

PetsMart (USA) - Meat and Livestock Commission (United Kingdom) - Mexicana de Aviacion (Mexico) - Unibanka (Slovakia) - Caixa de Credito Agricola (Portugal).

#### **Saatchi & Saatchi:**

Lion Nathan/Tooheys New (ext. - Australia) - MovieLink (USA) - Suez (corporate) and Axa (credit) (France) - Ritz-Carlton Hotels (North America, Caribbean and Mexico) - Visa (ext. - United Kingdom).

#### **Other networks and advertising agencies:**

- *Fallon:* Starz Encore (USA) - Holsten Pils (United Kingdom) - Conagra (Japan).
- *Kaplan Thaler Group* (USA): Foxwood Resort Casino - Eight O'Clock Coffee.



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### **Starcom MediaVest Group** (media consultancy and media buying):

Oracle, Heinz Frozen Foods and Applebee's Restaurants (USA) - Kraft Foods (United Kingdom and Sweden + ext. in the USA) - Pizza Hut (United Kingdom) - Levi's (Italy) - Vattenfall (power) (Sweden).

### **ZenithOptimedia** (media consultancy and media buying):

O2 (United Kingdom) - Telenet (Belgium) - Bolton (Italy) - Honda (Spain) - Taiwan Telecom Group - Ligne Roset and Cinna (France) - News Corporation and Jetstar (Australia).

### **SAMS** (specialized agencies and marketing services):

- *Publicis Healthcare Communications Group*: Galderma International/Clobex (worldwide) - Yamanouchi (project - Europe) - Sanofi-Synthélabo/Hyalgan and Uroxatral (USA) - Pfizer/Celebrex, Lundbeck/Cipralext and Crookes Healthcare OTC line (United Kingdom).

The largest single accounts lost during the quarter were Toys 'R' Us and Subway (USA) in advertising, and Miramax in media buying.

Heading into the third quarter, networks have already won a number of sizeable new accounts including in particular media planning for Procter & Gamble in the United States.

### **Publicis Groupe places second in 2004 Cannes Festival**

With 67 Lion awards, Publicis Groupe again placed second among communications groups at the Cannes advertising festival, far ahead of the number three contender — proof, once again, that its creative talent is not only world-class but that it is a leader in the industry.

Saatchi & Saatchi once again won the largest number of Lions within the Groupe (23), followed by Leo Burnett (17), Publicis Worldwide (12), Fallon (5) and 49%-owned Bartle Bogle Hegarty (5).

### **First-half 2004 results:**

Group results for the period ending 30 June 2004 will be announced on 9 September following the meeting of the Supervisory Board. An analysts' meeting is scheduled at 9:00 a.m. on Friday, 10 September in Paris.

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## PUBLICIS GROUPE

**Publicis Groupe** (Euronext Paris: FR0000130577 - NYSE: PUB) is the world's fourth largest communications group, as well as world leader in media counsel and buying. 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)