

# **FY 2020 RESULTS**

3 February 2021



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**FY 2020 HIGHLIGHTS** 

**FY 2020 RESULTS** 

STRATEGIC UPDATE



# SOLID PERFORMANCE IN 2020 DEMONSTRATING THE STRENGTH OF OUR MODEL

# We contained revenue decline & maintained strong financials in 2020 in a tough Covid-19 context

thanks to

# OUR INVESTMENT

in Publicis Sapient & Epsilon

# OUR COUNTRY MODEL

to deliver data +
creativity + media
+ technology
end to end



to adapt and act fast by reallocating resources



# OUTPERFORMING THE INDUSTRY IN 2020 WITH SOLID PERFORMANCE IN THE U.S.

Group Organic growth at -6.3% in 2020, -3.9% in Q4

 Capturing the shift in our clients' investment towards digital channels, e-commerce and direct to consumers

U.S. Organic growth of -2.0% in 2020, turning positive at +0.5% in Q4

- Epsilon +5.5% in Q4, driven by digital media and recovery in auto
- Double-digit growth of our digital media arm
- Return to slight growth at Publicis Sapient
- Good resilience of creative and media operations, production positive
- Double digit growth in Health in both Q4 and 2020



# PERFORMANCE OF OTHER REGIONS REFLECTS A NEW WAVE OF LOCKDOWN MEASURES IN Q4



- Q4 organic growth at -9.1%
- -11% organic growth in the UK and in Germany
- Sequential improvement in France to -7.2% organic, with positive media



- Q4 organic growth at -8.6%
- Improvement in China to -4.2% organic growth, encouraging series of wins

Latam & MEA

- Q4 organic growth at -10.8% in Latam
- Q4 organic growth at -12.1% in MEA



### CONTINUED MARKET SHARE GAINS IN NEW BUSINESS

# RETENTION AND REINVENTION WITH EXISTING CLIENTS









Media & Communications



Media Global



Reckitt Benckiser

Media &

**Analytics** 

Media US

# CONSOLIDATION WITH EXISTING CLIENTS





Media China

Media Global



Creative







gsk







Production China

Creative & production







Creative Canada

Search & social media

#### NEW CLIENTS WON







Media Global

Media Global

Media North Am.





Media

Media France







Creative

Media China

Creative France



### **CONTINUED STRONG FINANCIAL RATIOS IN 2020**

**Industry-high financials thanks to:** 

Our country model

Our activity mix

Our cost discipline

Operating margin rate

16.0%

Free Cash Flow<sup>1</sup>

€1.19 bn

**Net debt** 

€833m at year-end

€3,286m average

Dividend<sup>2</sup>

**£2.0** per share 46.8% pay-out

ACHIEVED WHILE REPAYING SALARY SACRIFICES
WITH VIRTUALLY NO GOVERNMENT SUBSIDY AND NONE IN FRANCE





**FY 2020 HIGHLIGHTS** 

**FY 2020 RESULTS** 

STRATEGIC UPDATE



# **NET REVENUE**

(EUR million)	Q1	Q2	Q3	Q4	FY
2020 net revenue	2,481	2,293	2,343	2,595	9,712
2019 net revenue	2,118	2,234	2,577	2,871	9,800
Reported growth	+17.1%	+2.6%	-9.1%	-9.6%	-0.9%
Organic growth			-5.6%	-3.9%	-6.3%



## Q4 2020 NET REVENUE BY GEOGRAPHY

(EUR million)	Q4 2020	Q4 2019	2020 vs. 2019	Organic growth
Europe	643	728	-11.7%	-9.1%
North America	1,530	1,639	-6.7%	+0.2%
Asia Pacific	268	302	-11.3%	-8.6%
Latin America	76	107	-29.0%	-10.8%
Middle East Africa	78	95	-17.9%	-12.1%
Total	2,595	2,871	-9.6%	-3.9%



#### **Q4 2020 PERFORMANCE - EUROPE**

(EUR million)	Q4 2020	Q4 2019	2020 vs. 2019	Organic growth
Europe	643	728	-11.7%	-9.1%

#### UK

- 8% of Groupe net revenue
- Organic growth: -11.0%
- Creative still impacted by the current context
- Media slightly positive
- Publicis Health posting again a strong growth
- Epsilon 2.0 continued to grow fast
- Publicis Sapient still impacted by phasing of project-based activities

#### **France**

- 7% of Groupe net revenue
- Organic growth: -7.2%<sup>(1)</sup>
- Creative performing in line with the Groupe performance in the country
- Media slightly positive
- Publicis Sapient impacted by phasing of project-based activities

#### Germany

- 3% of Groupe net revenue
- Organic growth: -10.9%
- Creative & Media performing slightly better than the Groupe performance in the country
- Publicis Sapient still down on a small base, but sequentially improved versus Q3



### Q4 2020 PERFORMANCE - NORTH AMERICA

(EUR million)	Q4 2020	Q4 2019	2020 vs. 2019	Organic growth
North America	1,530	1,639	-6.7%	+0.2%

#### US

- 57% of Groupe net revenue
- Organic growth: +0.5%
- Creative & Media still negative in Q4 due to Covid impact, partly offset by the good performance of production, programmatic activities and CJ Affiliate
- **Epsilon 2.0**: continued sequential improvement in Q4, due to strong performance of digital media and positive contribution from the automotive practice
- Publicis Health continued to perform well, with a double-digit growth in Q4
- Publicis Sapient recorded a slightly positive growth in Q4, highlighting encouraging trends



### Q4 2020 PERFORMANCE - REST OF WORLD

(EUR million)	Q4 2020	Q4 2019	2020 vs. 2019	Organic growth
Asia Pacific	268	302	-11.3%	-8.6%
Latin America	76	107	-29.0%	-10.8%
Middle East Africa	78	95	-17.9%	-12.1%

#### **Asia Pacific**

- 10% of Groupe net revenue
- Organic growth: -8.6%
- Media in line with the performance of the Groupe in the region
- **Creative** showed sequential improvement in Q4

**Publicis Sapient** significantly up on a small base

#### **Latin America**

- 3% of Groupe net revenue
- Organic growth: -10.8%
- Brazil & Mexico sequentially improved in Q4, halving their rate of decline versus Q3

#### **Middle East Africa**

- 3% of Groupe net revenue
- Organic growth: -12.1%
- Creative still impacted by the pandemic
- Media positive in Q4
- Sapient declined against a strong comparable last year



## FY 2020 NET REVENUE BY GEOGRAPHY

(EUR million)	FY 2020	FY 2019	2020 vs. 2019	Organic growth
Europe	2,278	2,630	-13.4%	<b>-12.7</b> % <sup>(1)</sup>
North America	5,997	5,516	+8.7%	-2.4%
Asia Pacific	932	1,006	-7.4%	-6.7%
Latin America	230	326	-29.4%	-13.9%
Middle East Africa	275	322	-14.6%	-11.7%
Total	9,712	9,800	-0.9%	<b>-6.3</b> % <sup>(2)</sup>



## NET REVENUE ORGANIC GROWTH BY COUNTRY

Q4 2020			FY 2020
> 0%	Argentina, Indonesia, South Korea, Netherlands, New Zealand, United States	> 0%	Argentina, Indonesia, New Zealand, Saudi Arabia, South Korea
-10% to 0%	Brazil, Canada, China, France, Japan, Spain, United Arab Emirates	-10% to 0%	China, Germany, Italy, Japan, Spain, United States
-10% to -20%	Germany, India, Italy, Mexico, United Kingdom	-10% to -20%	Australia, Brazil, France, India, Mexico, Russia, United Kingdom
< -20%	Austria, Australia, Portugal, South Africa, Turkey	< -20%	Denmark, Israel, Norway, Turkey



## **CONSOLIDATED INCOME STATEMENT**

(EUR million)	FY 2020	FY 2019
Revenue	10,788	11,001
Net revenue	9,712	9,800
EBITDA (1)	2,158	2,245
Operating margin	1,558	1,659
Operating margin excl. Epsilon transaction costs	1,558	1,699
Non-current income and expenses	1	(1)
Net financial expenses	(189)	(106)
Income taxes	(340)	(396)
Associates	(1)	(5)
Minority interests	5	(3)
Headline Group Net Income (1)	1,034	1,188
Epsilon transaction costs, net of tax	-	(30)
Amortization of intangibles arising on acquisitions, net of tax	(254)	(153)
Impairment / Real estate consolidation charge, net of tax	(185)	(163)
Main capital gains (losses) / change in fair value of financial assets, net of tax	9	21
Anticipated unwinding of cross currency swaps, net of tax	(11)	-
Revaluation of earn-out	(17)	(22)
Group Net Income	576	841

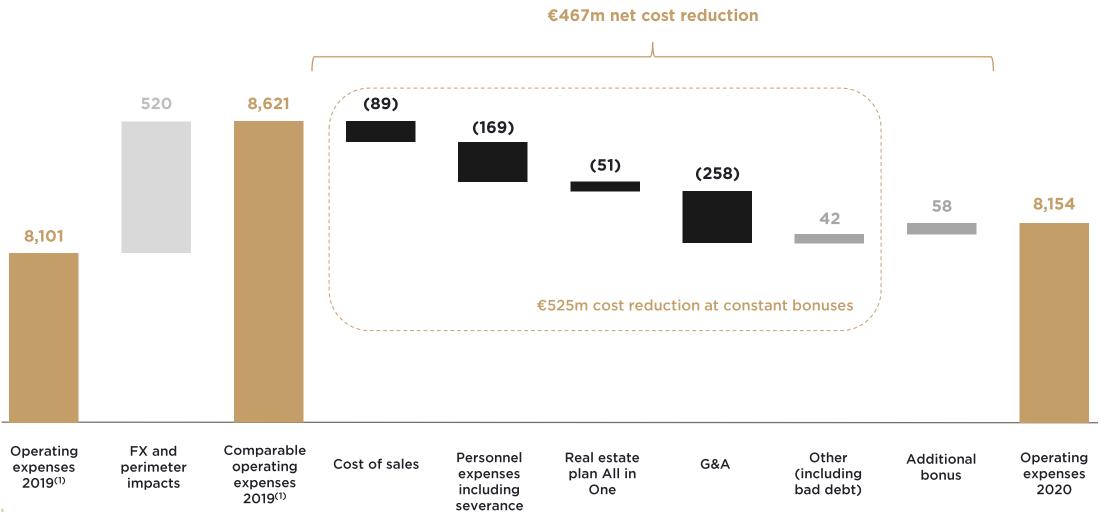


## **OPERATING MARGIN**

(EUR million)	FY 2020	FY 2019
Net revenue	9,712	9,800
Personnel costs	(6,067)	(5,957)
Restructuring costs	(175)	(116)
Other operating expenses	(1,432)	(1,586)
Depreciation	(480)	(482)
Operating margin	1,558	1,659
as a % of Net revenue	16.0%	16.9%
Operating margin excl. Epsilon transaction costs	1,558	1,699
as a % of Net revenue	16.0%	17.3%

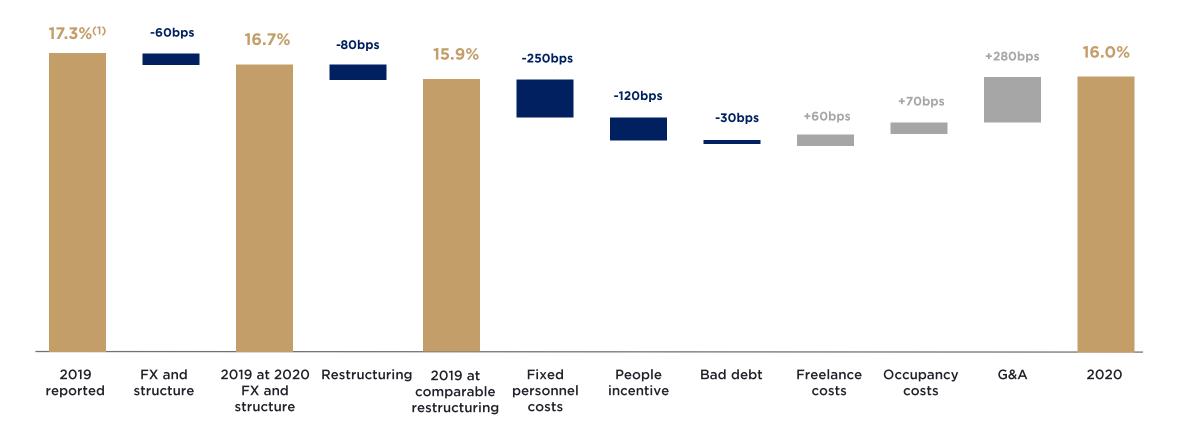


### FY 2020 - COST REDUCTION PLAN





# FY 2020 - CHANGE IN OPERATING MARGIN AS A % OF NET REVENUE





## NET FINANCIAL INCOME (EXPENSE)

(EUR million)	FY 2020	FY 2019
Interest expenses	(143)	(114)
Other financial expense net of Interest income	46	95
Discount on long term debt	(6)	(6)
Interest on net financial debt	(103)	(25)
Interest on lease liabilities	(77)	(70)
Foreign exchange gain (loss)	(2)	(1)
Other financial expenses (1)	(7)	(10)
Headline Net financial expenses (2)	(189)	(106)
Change in fair value of financial instruments	7	15
Anticipated unwinding of cross currency swaps	(16)	
Net financial expenses (2)	(198)	(91)



<sup>(1)</sup> Includes provisions on financial assets, dividends outside the Group and finance costs on long term provisions

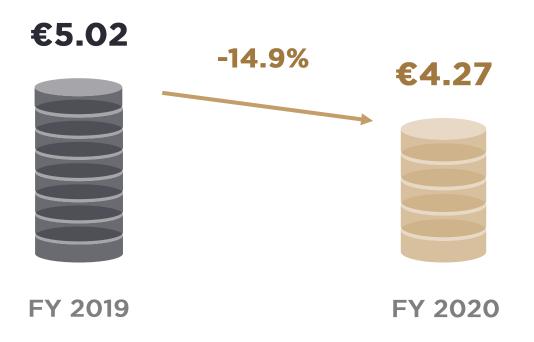
<sup>(2)</sup> Excludes earn-out revaluation

## INCOME TAX AND EFFECTIVE TAX RATE

(EUR million)	FY 2020	FY 2019
Reported income taxes	196	305
Effective tax rate	24.7%	25.0%
Reversal in income tax on amortization of intangibles arising from acquisitions	85	51
Reversal in income tax on impairment and real estate consolidation	56	46
Reversal in income tax on other items	3	(6)
Headline income taxes	340	396

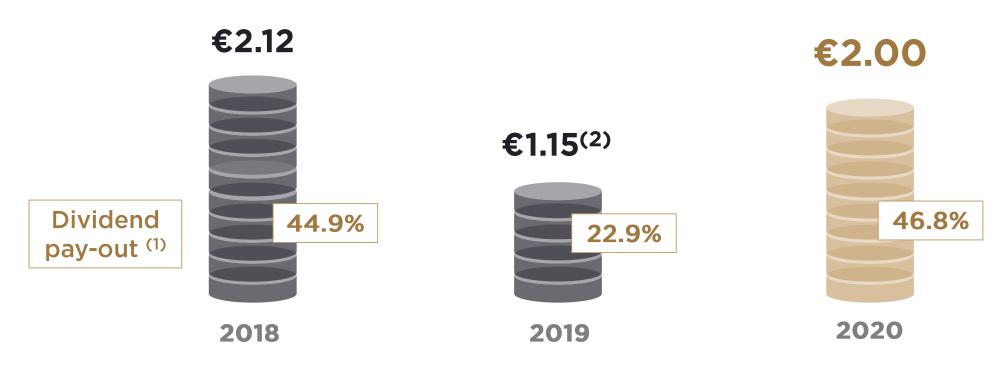


# HEADLINE EARNINGS PER SHARE, DILUTED<sup>(1)</sup>





### DIVIDEND







- (1) See definition in Supplemental Information
- (2) Dividend reduced from 2.30 euros to 1.15 euro, as part of the Groupe's decision to mitigate Covid-19 impact

## FREE CASH FLOW

(EUR million)	FY 2020	FY 2019
EBITDA (1)	2,158	2,245
Interests paid and received	(113)	11
Repayment of lease liabilities and related interests	(461)	(480)
Tax paid	(293)	(349)
Other items	54	51
Cash flows from operations before Capex (1)	1,345	1,478
Capex, net of disposals <sup>(1)</sup>	(155)	(225)
Free Cash Flow before change in WCR (1)	1,190	1,253



### **USE OF CASH**

Reduction (Increase) in net debt	1,880	(3,001)
Non-cash impact on net debt <sup>(2)</sup>	(89)	(283)
Exercise of warrants	-	5
Share buy-back, net of sales	8	2
Dividends paid	(112)	(297)
Earn-out & Buy-out	(144)	(125)
Acquisitions (net of disposals)	(20)	(3,950)
Change in WCR	1,047	394
Free Cash Flow before change in WCR (1)	1,190	1,253
(EUR million)	FY 2020	FY 2019



<sup>(1)</sup> See definition in Supplemental Information

<sup>(2) 2020:</sup> Change in earn-out & buy-out (€97m), change in fair value of swaps (€175m), accrued interests (€23m) and others (€-384m) 2019: Change in earn-out & buy-out (€-128m), change in fair value of swaps (€-155m), accrued interests (€4m) and others (€-4m)

## **BALANCE SHEET**

(EUR million)	Dec. 31, 2020	Dec. 31, 2019
Goodwill and intangibles	12,367	13,608
Net right of use	1,645	2,122
Other fixed assets	882	969
Current and deferred tax	(326)	(498)
Working capital	(3,731)	(2,969)
TOTAL	10,837	13,232
Group equity	7,182	7,401
Minority interests	(22)	(9)
TOTAL EQUITY	7,160	7,392
Provisions for risk & charges	702	596
Net debt (cash)	833	2,713
Lease liability	2,142	2,531
TOTAL	10,837	13,232



# **NET FINANCIAL DEBT**

(EUR million)	FY 2020	FY 2019
Net Financial Debt, average	3,286	2,375
Net Financial Debt, at end of period	833	2,713



### FINANCIAL RATIOS

	2020	2019	Internal objectives
(Average net financial debt + Average Lease liability) / EBITDA	2.6x	2.1x	< 2.2x
(Net financial debt + Lease liability) / Shareholders' Equity	0.41x	0.71x	< 0.80x
EBITDA <sup>(1)</sup> / Cost of net financial debt & Lease liability	11x	24x	> 7x



# LIQUIDITY AS OF DECEMBER 31, 2020

		Dec. 31, 20	Dec. 31, 2019	
(EUR million)	Total	Drawn	Available	Available
364-day revolving credit facilities	165	-	165	165
5-year revolving credit facility (1)	441	-	441	467
5-year syndicated facility (Club Deal) (2)	2,000	-	2,000	2,000
Total Committed Facilities	2,606	=	2,606	2,632
Cash and Marketable Securities			3,700	3,414
Total liquidity			6,306	6,045
Group other uncommitted facilities			224	209



<sup>(2)</sup> Maturing in 2024



**FY 2020 HIGHLIGHTS** 

**FY 2020 RESULTS** 

STRATEGIC UPDATE



### **2021: ANOTHER CHALLENGING YEAR**

The ongoing pandemic means we will double down on 3 priorities:

**KEEPING OUR PEOPLE STRONG** 

MAKING OUR CLIENTS WIN IN A PLATFORM WORLD

IMPROVING OUR EFFICIENCY



# KEEP OUR PEOPLE STRONG



### **SAFETY**

Prioritizing physical & mental health



#### **FLEXIBILITY**

Fluid working practices, resource allocation, access to learning & career tracking through Marcel



#### **DIVERSITY**

Accelerating our DE&I agenda, guided by the Diversity Progress Council



# HELP OUR CLIENTS WIN IN A PLATFORM WORLD

#### 4 imperatives to unlock growth

REAL IDENTITIES

DISRUPTIVE DYNAMIC CREATIVE

SMART SCALED MEDIA

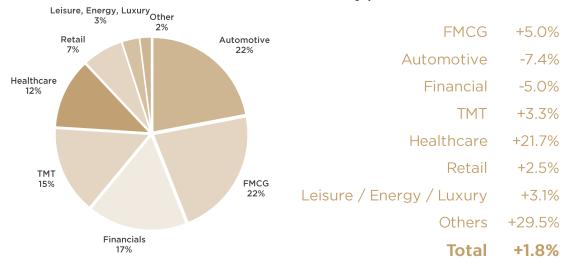
DIRECT CHANNELS



#### Top 200 clients<sup>(1)</sup>:

- +1.8% net revenue, accelerating in Q4
- FMCG and healthcare growth more than offsets auto and finance decline

#### Client industry performances on 12 months







# 4 structural competitive advantages to maintain best-in-class financials while investing in future growth

#### GLOBAL DELIVERY CENTERS

Over 10,000 experts in several hubs around the world

# COUNTRY MODEL

Centralized support functions in each of our 10 countries/ regions

# SHARED SERVICES

Supporting non-clientfacing activities

#### **MARCEL**

80,000 users connected

A PLATFORM ORGANIZATION TO PRESERVE TALENT, REWARD OUR TEAMS & INVEST IN THE FUTURE



#### **CONCLUSION & OUTLOOK**

We stood strong in the storm in 2020 thanks to our transformation

Uncertainty caused by the virus to continue No organic growth guidance for full year 2021 at this stage

Q1 expected to be negative, growth to return in Q2

Improvement in operating margin rate up to 50bps in 2021

Free cash flow before changes in working capital should be around 1.2bn in 2021, contributing to the Groupe's deleveraging plan





# **APPENDIX**



### **NET REVENUE & ORGANIC GROWTH CALCULATION**

(EUR million)	Q1	Q2	Q3	Q4	FY
2019 net revenue	2,118	2,234	2,577	2,871	9,800
Currency impact <sup>(2)</sup>	33	(1)	(95)	(156)	(219)
2019 net revenue at 2020 exchange rate (a)	2,151	2,233	2,482	2,715	9,581
2020 net revenue before impact of acquisitions <sup>(2)</sup> (b)	2,088	1,943	2,344	2,608	8,983
Net revenue from acquisitions <sup>(1)</sup>	393	350	(1)	(13)	729
2020 net revenue	2,481	2,293	2,343	2,595	9,712
Organic growth (b/a)	-2.9%	-13.0%	-5.6%	-3.9%	-6.3%

#### 2020 Currency impact

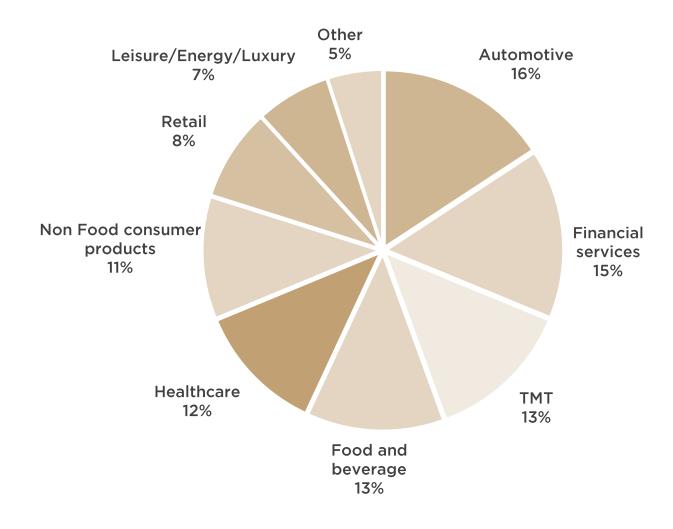
(EUR million)	Q1	Q2	Q3	Q4	FY
GBP <sup>(2)</sup>	3	(3)	(1)	(11)	(12)
USD (2)	33	24	(55)	(96)	(94)
Other	(3)	(22)	(39)	(48)	(112)
Total	33	(1)	(95)	(156)	(219)



<sup>(1)</sup> Acquisitions (Digitas AffinityID, Soft Computing, Rauxa, E2 Media, Epsilon, RDL, SearchForce, McCready Bale Media, Sapient i.7, Third Horizon), net of disposals

<sup>(2)</sup> EUR = USD 1.140 average in 2020 vs. USD 1.119 on average in 2019 EUR = GBP 0.889 on average in 2020 vs. GBP 0.877 on average in 2019

## FY 2020 NET REVENUE BY SECTOR (1)





## CONDENSED CONSOLIDATED INCOME STATEMENT

(EUR million)	FY 2020	FY 2019
Net revenue	9,712	9,800
Pass-through revenue	1,076	1,201
Revenue	10,788	11,001
EBITDA	2,158	2,245
Depreciation	(600)	(586)
Operating margin	1,558	1,659
Amortization of intangibles arising from acquisitions	(339)	(204)
Impairment / Real estate consolidation charge	(241)	(209)
Non-current income and expense	5	21
Operating income	983	1,267
Net financial income (expenses)	(198)	(91)
Earn-out revaluation	(17)	(22)
Income taxes	(196)	(305)
Associates	(1)	(5)
Minority interests	5	(3)
Group Net Income	576	841



### FY 2020 CONDENSED CONSOLIDATED INCOME STATEMENT

		Amortization of intangibles	Impairment / Real estate	Change in fair value	Main	Anticipated unwinding of		
(EUR million)	FY 2020 P&L	arising from acquisitions	consolidation charge	of financial assets	Capital Gain/loss	cross currency swaps	Earn-out revaluation	FY 2020 Headline
Net revenue	9,712	acquisitions	charge	433013	Odin/ 1033	Swaps	revaluation	9,712
Pass-through revenue	1,076							1,076
Revenue	10,788							10,788
EBITDA	2,158							2,158
Depreciation	(600)							(600)
Operating margin	1,558							1,558
Amortization of intangibles arising from acquisitions	(339)	339						-
Impairment / Real estate consolidation charge	(241)		241					-
Non-current income and expense	5				(4)			1
Operating income	983	339	241	-	(4)	-	-	1,559
Net financial income (expenses)	(198)			(7)		16		(189)
Earn-out revaluation	(17)						17	-
Income taxes	(196)	(85)	(56)	1	1	(5)		(340)
Associates	(1)							(1)
Minority interests	5							5
Group Net Income	576	254	185	(6)	(3)	11	17	1,034

### FY 2019 CONDENSED CONSOLIDATED INCOME STATEMENT

		Epsilon	Amortization of intangibles	Impairment / Real estate		Change in fair value of		
(EUR million)	FY 2019 P&L		_	consolidation charge	Main Capital Gain/loss	financial assets	Earn-out revaluation	FY 2019 Headline
Net revenue	9,800		acquisitions	charge	- Cam, 1033	433013	revaluation	9,800
Pass-through revenue (1)	1,201							1,201
Revenue	11,001							11,001
EBITDA	2,245							2,245
Depreciation	(586)							(586)
Operating margin	1,659	40	-	-	-	-	-	1,699
Amortization of intangibles arising from acquisitions	(204)		204					-
Impairment / Real estate consolidation charge	(209)			209				-
Non-current income and expense	21				(22)			(1)
Operating income	1,267	40	204	209	(22)	-	-	1,698
Net financial income (expenses)	(91)					(15)		(106)
Earn-out revaluation	(22)						22	-
Income taxes	(305)	(10)	(51)	(46)	13	3	-	(396)
Associates	(5)							(5)
Minority interests	(3)							(3)
Group Net Income	841	30	153	163	(9)	(12)	22	1,188

# GROSS DEBT AS OF DECEMBER 31, 2020

<b>Breakdown by maturity</b>						
(EUR million)	Total	2021	2022	2023	2024	2025 Onwards
Eurobond 2021	699	699				
Eurobond 2023	497			497		
Eurobond 2024	602				602	
Eurobond 2025 (1) (2)	725					725
Eurobond 2028 (1) (2)	726					726
Eurobond 2031 (1) (2)	718					718
Medium term loans (1)	150			150		
Earn out / Buy out	265	101	83	40	38	3
Other debt (1)	151	143	8			
Total gross debt	4,533	943	91	687	640	2,172





# NET DEBT AS OF DECEMBER 31, 2020

**Breakdown by currency** 

(EUR million)	Total	EUR	USD	GBP	Others
Eurobond 2021	699	699			
Eurobond 2023	497	497			
Eurobond 2024	602	602			
Eurobond 2025 (1) (2)	725		725		
Eurobond 2028 (1) (2)	726		726		
Eurobond 2031 (1) (2)	718		718		
Medium term loans (1)	150	150			
Earn-out / Buy-out	265	8	171	3	83
Other debt <sup>(1)</sup>	151	106	34	4	7
Cash & marketable securities	(3,700)	(117)	(2,500)	(54)	(1,029)
Net debt (cash)	833	1,945	(126)	(47)	(939)



<sup>(1)</sup> Including fair values of associated derivatives

<sup>(2)</sup> Eurobond swapped in USD at fixed rate

# NET DEBT AS OF DECEMBER 31, 2020

#### **Breakdown by rate**

(EUR million)	Total	Earn-out / Buy-out	Fixed rate	Floating rate
Eurobond 2021	699		699	
Eurobond 2023	497		497	
Eurobond 2024	602		602	
Eurobond 2025 (1) (2)	725		725	
Eurobond 2028 (1) (2)	726		726	
Eurobond 2031 <sup>(1) (2)</sup>	718		718	
Medium term loans (1)	150			150
Other debt <sup>(1)</sup>	151			151
Total gross debt ex. earn-out/buy-out	4,268	-	3,967	301
Earn-out / Buy-out	265	265		
Cash & marketable securities	(3,700)			(3,700)
Net debt (cash)	833	265	3 967	(3,399)



(2) Eurobond swapped in USD at fixed rate

<sup>(1)</sup> Including fair values of associated derivatives

#### **DEFINITIONS**

Net revenue: Revenue less pass-through costs which comprise amount paid to external suppliers engaged to perform a project and charged directly to clients. Those costs are mainly production & media costs and out of pocket expenses.

Organic growth: Change in net revenue excluding the impact of acquisitions, disposals and currencies.

EBITDA: Operating margin before depreciation.

Operating margin: Net revenue after personnel costs, other operating expenses (excl. non-current income and expense) and depreciation (excl. amortization of intangibles arising on acquisitions).

Operating margin rate: Operating margin as a percentage of net revenue.

Headline Group net income: Net income attributable to the Groupe, after elimination of impairment charges, amortization of intangibles arising on acquisitions, the main capital gains (or losses) on disposals, change in the fair value of financial assets, the costs of the anticipated unwinding of cross-currency swaps (in 2020), the revaluation of earn-out costs and Epsilon transaction costs (in 2019).

EPS (Earnings per share): Group net income divided by average number of shares, not diluted.

EPS, Diluted: Group net income divided by average number of shares, diluted.

Headline EPS, Diluted: Headline group net income, divided by average number of shares, diluted.

Capex: Net acquisitions of tangible and intangible assets, excluding financial investments and other financial assets.

Free cash flow: Net cash flow from operating activities less interests paid & received, repayment of lease liabilities & related interests linked to operating activities.

Free cash flow before change in working capital requirements: Net cash flow from operating activities less interests paid & received, repayment of lease liabilities & related interests and before changes in WCR linked to operating activities.

Net debt (or financial net debt): Sum of long and short financial debt and associated derivatives, net of treasury and cash equivalents excluding lease liability since 1st January 2018.

Average net debt: Average of monthly net debt at end of each month.

Dividend pay-out: Dividend per share / Headline diluted EPS.



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