

## **H1 2023 RESULTS**

20 July 2023





H1 2023 HIGHLIGHTS

**H1 2023 RESULTS** 

STRATEGIC UPDATE

A&Q



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### 3 KEY HIGHLIGHTS FROM H1 2023 RESULTS

1

2

3

## Outperforming

the market again on Organic growth

+7.1% Q2

Organic growth

**Industry-leading** 

financial ratios at record levels

17.3% H1

**Operating Margin** 

Upgrade in FY'23 guidance

on all KPIs

# OUTPERFORMING THE MARKET AGAIN IN Q2'23 ON ORGANIC GROWTH

Organic growth

+7.1% Q2

after +10.3% Q2'22

### Q2 Ahead of expectations

Continued strength at Epsilon & Publicis Sapient

New Business track record impact on Publicis Media

#### A uniquely balanced revenue mix

overdelivering in a still challenging environment

1/3 of revenue

#### Data & tech

Epsilon° +6.8%

after +14% Q2'22

publicis sapient +5.5% after +19% Q2'22

1/3 of revenue

#### Creative

Low-single digit growth after low-single in Q2'22

1/3 of revenue

#### Media

Double-digit growth after double-digit in Q2'22

# STRENGTH IN DIFFERENTIATED MODEL VISIBLE ACROSS REGIONS



Q2 +5.0%

after +10.1% Q2'22

Very solid Publicis Sapient despite high comparables

Continued strength at Epsilon and acceleration in Media to double-digit

Stable Creative as anticipated



Q2 +15.2%

after +10.1% Q2'22

UK +17%, led by Publicis Sapient and Media

Acceleration to mid-single digit growth in France

High-single digit in Germany



Q2 +2.6%

after +6.5% Q2'22

Acceleration in China to +7.0% vs. +3.7% in Q1

# INDUSTRY-LEADING FINANCIAL KPIS THANKS TO PLATFORM ORGANIZATION

Operating margin rate at historical highs

An efficient and agile platform allowing to:

- Invest in talent with record high bonus pool
- Absorb wage inflation

Further deleveraging while investing in data & tech bolt-on M&A over the last twelve months

Retargetly





CORRA

Operating margin rate

17.3%

Vs. 17.3% in H1'22

Free Cash Flow<sup>(1)</sup>

€725M

€835M excl. 2022related TCJA payment

Average net debt (LTM)

€498M

Vs. €685M FY'22

Headline EPS

€3.21

+11% vs. H1'22

### **UPGRADE IN 2023 OUTLOOK**

## Resilience to business cycles

Strong H1 results
Unchanged H2 expectations

# Upgrade FY 2023 guidance on all KPIs despite persistent macroeconomic uncertainties

Organic growth circa +5%

Above 3Y CAGR of +4%

vs. top half of +3 to +5% previously

Operating Margin rate close to 18%

vs. 17.5% to 18% previously

Free Cash Flow<sup>(1)</sup> at least €1.6bn

vs. circa €1.6bn previously



H1 2023 HIGHLIGHTS

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## **NET REVENUE**

(EUR million)	Q1	Q2	H1
2023 net revenue	3,079	3,239	6,318
2022 net revenue	2,800	3,073	5,873
Reported growth	+10.0%	+5.4%	+7.6%
Organic growth	+7.1%	+7.1%	+7.1%



## Q2 2023 NET REVENUE BY GEOGRAPHY

(EUR million)	Q2 2023	Q2 2022	2023 vs. 2022	Organic growth
North America	1,955	1,912	+2.2%	+4.9%
Europe	809	709	+14.1%	+15.2%(1)
Asia Pacific	300	289	+3.8%	+2.6%
Middle East Africa	91	90	+1.1%	+6.5%
Latin America	84	73	+15.1%	+5.9%
Total	3,239	3,073	+5.4%	<b>+7.1</b> %



### Q2 2023 PERFORMANCE - NORTH AMERICA

(EUR million)	Q2 2023	Q2 2022	2023 vs. 2022	Organic growth
North America	1,955	1,912	+2.2%	+4.9%

#### US

- 58% of Groupe net revenue
- Organic growth: +5.0%
- Media: acceleration to double-digit growth in Q2 on top of double-digit last year
- Epsilon: continued strong organic growth at +6.9% with all divisions up and Digital Media outperforming
- **Publicis Sapient:** solid growth of +5.1% in a context of slower decision-making process and high comparables of +17% in Q2'22
- Creative: stable performance with localized cuts in classic advertising as anticipated



#### **Q2 2023 PERFORMANCE - EUROPE**

(EUR million)	Q2 2023	Q2 2022	2023 vs. 2022	Organic growth
Europe	809	709	+14.1%	+15.2%(1)

#### UK

- 9% of Groupe net revenue
- Organic growth: +17.0%
- Double-digit growth in **Media**
- Solid performance in Creative
- Another quarter of double-digit growth at **Publicis Sapient** on top of double-digit in prior year

#### **France**

- 5% of Groupe net revenue
- Organic growth: +5.0%<sup>(2)</sup>
- Double-digit growth in **Media**
- Stable Creative
- Publicis Sapient posting doubledigit growth despite high comparable base

#### Germany

- 3% of Groupe net revenue
- Organic growth: +9.5%
- Double-digit growth in Media
- Positive Creative
- Very solid Publicis Sapient

#### **Central & Eastern Europe**

- 2% of Groupe net revenue
- Organic growth: +17.1%
- Double-digit growth in Poland, Hungary and Czech Republic
- Resumption of the activity in Ukraine, contributing to growth



- (1) Organic growth in Europe was +11.6% excluding Outdoor Media activities and the Drugstore
- (2) Excluding Outdoor Media activities and the Drugstore

#### **Q2 2023 PERFORMANCE - REST OF WORLD**

(EUR million)	Q2 2023	Q2 2022	2023 vs. 2022	Organic growth
Asia Pacific	300	289	+3.8%	+2.6%
Middle East Africa	91	90	+1.1%	+6.5%
Latin America	84	73	+15.1%	+5.9%

#### **Asia Pacific**

- 9% of Groupe net revenue
- Organic growth: +2.6%
- Acceleration in China with +7.0% organic after +3.7% in Q1
- Growth in the region driven by double-digit growth in **Media**
- Positive Creative
- **Publicis Sapient** still negative due to delayed project phasing in Thailand

#### Middle East Africa

- 3% of Groupe net revenue
- Organic growth: +6.5%
- Solid organic growth on top of +15.3% in Q2'22
- Strong double-digit growth in **Media**
- Positive Creative
- Stable **Publicis Sapient**

#### **Latin America**

- 3% of Groupe net revenue
- Organic growth: +5.9%
- Growth largely driven by Media like in Q1
- Mexico and Colombia as main contributors to growth

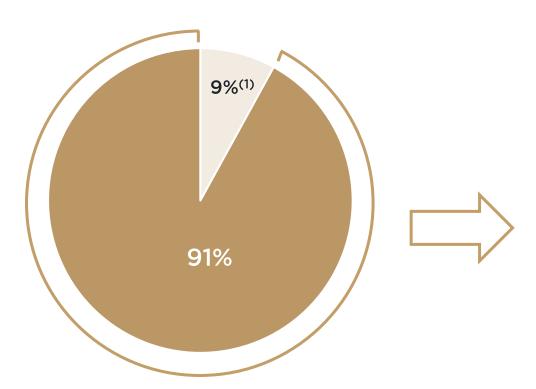
## H1 2023 NET REVENUE BY GEOGRAPHY

(EUR million)	H1 2023	H1 2022	2023 vs. 2022	Organic growth
North America	3,893	3,660	+6.4%	+5.3%
Europe	1,552	1,371	+13.2%	+13.8%(1)
Asia Pacific	550	550	0.0%	+1.7%
Middle East Africa	179	165	+8.5%	+11.2%
Latin America	144	127	+13.4%	+6.7%
Total	6,318	5,873	+7.6%	+7.1%



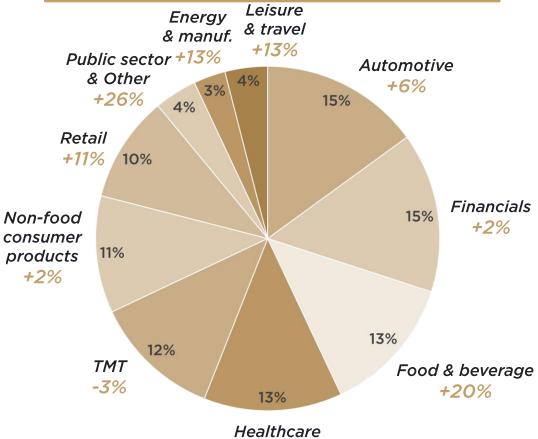
### H1 2023 PERFORMANCE BY INDUSTRY

#### Net revenue split



3,298 main clients representing 91% of Groupe net revenue

# Net revenue growth per client industry<sup>(2)</sup>



+11%



- (1) Includes small clients, French Outdoor Media activities and the Drugstore
- (2) Growth at constant currencies and at 2023 perimeter, based on 91% of net revenue

## **CONSOLIDATED INCOME STATEMENT**

(EUR million)	H1 2023	H1 2022	Change
Revenue	7,105	6,547	
Net revenue	6,318	5,873	+7.6%
EBITDA <sup>(1)</sup>	1,335	1,287	+3.7%
Operating margin	1,093	1,018	+7.4%
Net financial expenses	(6)	(74)	
Income taxes	(272)	(226)	
Associates	3	5	
Minority interests	(5)	4	
Headline Group Net Income <sup>(1)</sup>	813	727	+11.8%
Amortization of intangibles arising on acquisitions, net of tax	(105)	(103)	
Impairment / Real estate consolidation charge, net of tax	(83)	(33)	
Main capital gains (losses) / change in fair value of financial assets, net of tax	(3)	(50)	
Revaluation of earn-out	1	(4)	
Group Net Income	623	537	+16.0%

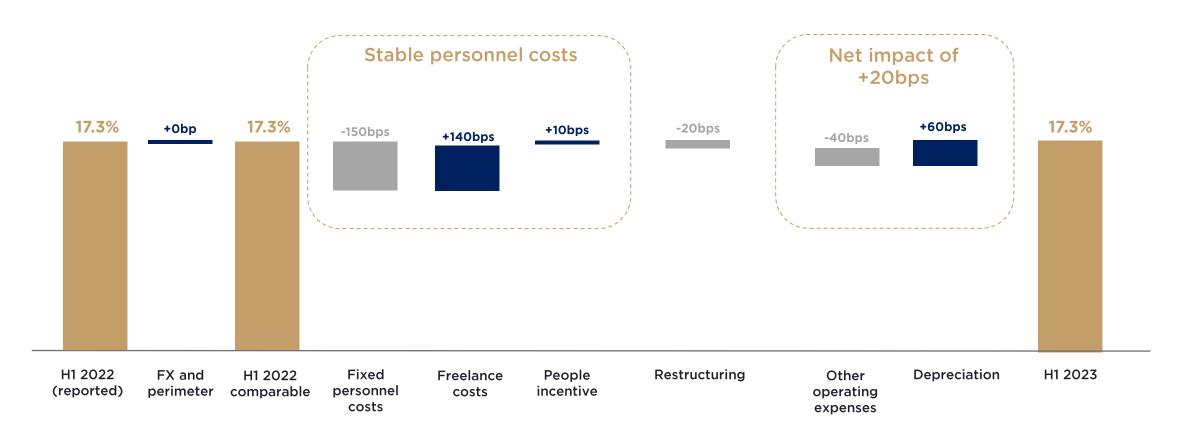


## **OPERATING MARGIN**

(EUR million)	H1 2023	H1 2022 (comp.)	FX/perimeter impacts	H1 2022 (reported)
Net revenue	6,318	5,889	16	5,873
Personnel costs	(4,155)	(3,870)	(12)	(3,858)
As a % of net revenue	65.8%	65.7%		65.7%
Restructuring	(45)	(30)		(30)
Other operating expenses	(783)	(706)	(8)	(698)
Depreciation	(242)	(267)	2	(269)
Operating margin	1,093	1,016	(2)	1,018
as a % of Net revenue	17.3%	17.3%	O bp	17.3%



# H1 2023 - CHANGE IN OPERATING MARGIN AS A % OF NET REVENUE





## NET FINANCIAL INCOME (EXPENSE)

(EUR million)	H1 2023	H1 2022
Interest (expense)/income on net financial debt	42	(27)
Interest on lease liabilities	(39)	(45)
Foreign exchange gain (loss)	(3)	-
Other financial expenses <sup>(1)</sup>	(6)	(2)
Headline Net financial expenses <sup>(2)</sup>	(6)	(74)



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

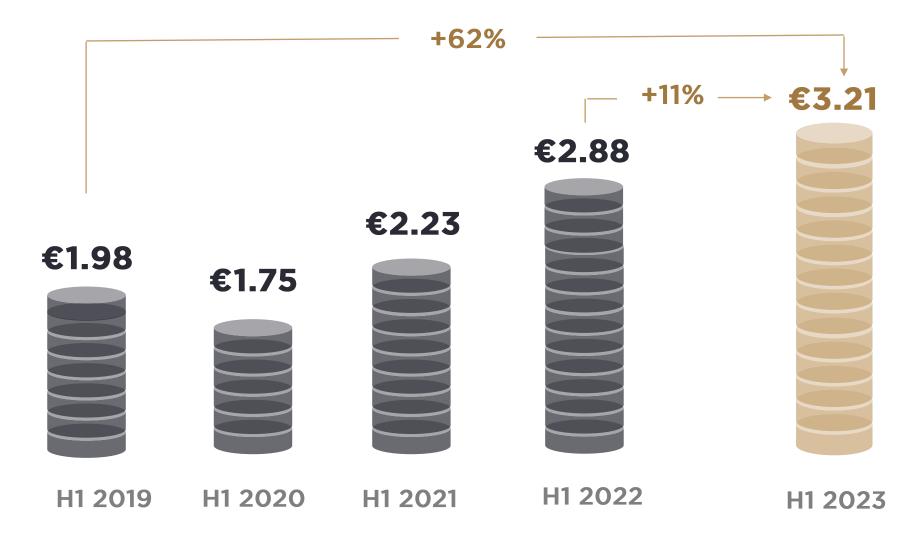
<sup>(2)</sup> Excludes earn-out revaluation

## INCOME TAX AND EFFECTIVE TAX RATE

(EUR million)	H1 2023	H1 2022
Reported income taxes	205	189
Reversal in income tax on amortization of intangibles arising from acquisitions	37	34
Reversal in income tax on impairment and real estate consolidation	29	11
Reversal in income tax on other items	1	(8)
Headline income taxes	272	226
Effective tax rate	24.8%	23.4%



## HEADLINE EARNINGS PER SHARE, DILUTED(1)





## FREE CASH FLOW

(EUR million)	H1 2023	H1 2022	Change
EBITDA <sup>(1)</sup>	1,335	1,287	48
Repayment of lease liabilities and related interests	(207)	(215)	8
Capex, net of disposals <sup>(1)</sup>	(75)	(82)	7
Interests paid and received	17	(63)	80
Tax paid	(386)	(251)	(135)
Other items	41	32	9
Reported Free Cash Flow before change in WCR <sup>(1)</sup>	725	708	17
TCJA transitional cash tax related to 2022 and paid in January 2023	110	-	110
Free Cash Flow before change in WCR <sup>(1)</sup>	835	708	127



+18% / +127 **M**€

### **USE OF CASH**

(EUR million)	H1 2023	H1 2022
Free Cash Flow before change in WCR <sup>(1)</sup>	725	708
Change in WCR	(1,053)	(858)
Acquisitions (incl. earn-out & net of disposals)	(170)	(376)
Cash impact of Russia exit	-	(49)
Dividends paid	(7)	(3)
Share buy-back, net of sales/ exercise of warrants	(193)	7
Non-cash impact on net debt <sup>(2)</sup>	(162)	183
Reduction (Increase) in net debt	(860)	(388)

<sup>(2)</sup> H1 2023: Change in earn-out & buy-out (-€127m), change in fair value of swaps & CTA (-€60m), accrued interests (€30m) and others (-€5m) H1 2022: Change in earn-out & buy-out (€26m), change in fair value of swaps & CTA (€116m), accrued interests (€38m) and others (€3m)



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

## **NET FINANCIAL DEBT**

(EUR million)	LTM June 30, 2023	Dec. 31, 2022	LTM June 30, 2022
Net Financial Debt, average	498	685	1,024
Net Financial Debt, at end of period	226	(634)	464
(Average net financial debt + Average Lease liability) / EBITDA	1.1x	<b>1.2</b> x	1.3x





H1 2023 HIGHLIGHTS

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# FROM A COMMUNICATION TO A TRANSFORMATION PARTNER FOR OUR CLIENTS

Outperforming the market today

Market share gains | Resilience to business cycles

Uniquely positioned to lead the future of the industry

through data, tech and AI thanks to our investments

publicis sapient

Epsilon®



At the heart of our model

Three unmatched competitive advantages to leverage AI for growth

## THREE UNMATCHED COMPETITIVE ADVANTAGES TO LEVERAGE AI FOR GROWTH

## Epsilon & AI

Data refreshed every 5mn allowing real-time personalization publicis sapient & AI

Technology to accelerate & improve processes

MRCL & AI

Industry-first AI-led platform since 2017

**Business outcomes** directly tied to media investments

Leading in new media channels







**Building Al-solutions for clients** for all industry verticals

**Expanding offerings** across new Gen AI capabilities **Connect and Empower** Identify relevant expertise

Upskill talent

A visible impact on major New business wins

















Faster end-to-end Creative development

Relevant personalized content within own safe environment

Training & development as a priority in the next months to empower all employees

#### CONCLUSION

## A strong first half 2023 on all fronts

Outperforming on organic growth Delivering historically high financial ratios Upgrading FY 2023 guidance on all KPIs



# A STRONGER COMPANY DESPITE PERSISTENT MACRO UNCERTAINTIES

### H1 net revenue growth since 2019

+45%

**Groupe** reported

+19%

Groupe Organic

+22%

U.S. Organic

### H1 Financial KPIs growth since 2019

+68%

Operating Margin

+70%

Free Cash Flow<sup>(1)</sup>

+62%

Headline EPS



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# **APPENDIX**

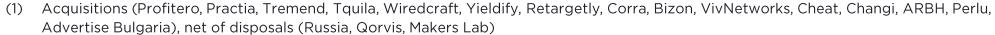


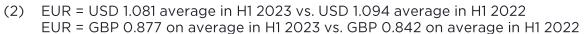
### **NET REVENUE & ORGANIC GROWTH CALCULATION**

(EUR million)	Q1	Q2	H1
2022 net revenue	2,800	3,073	5,873
Currency impact <sup>(2)</sup>	61	(73)	(12)
2022 net revenue at 2023 exchange rate (a)	2,861	3,000	5,861
2023 net revenue before impact of acquisitions (b)	3,065	3,213	6,278
Net revenue from acquisitions, net of disposals (1)	14	26	40
2023 net revenue	3,079	3,239	6,318
Organic growth (b/a)	+7,1%	+7.1%	+7.1%

#### **2023 Currency impact**

(EUR million)	Q1	Q2	H1
GBP <sup>(2)</sup>	(13)	(7)	(20)
USD <sup>(2)</sup>	78	(35)	43
Other	(4)	(31)	(35)
Total	61	(73)	(12)







## CONDENSED CONSOLIDATED INCOME STATEMENT

(EUR million)	H1 2023	H1 2022
Net revenue	6,318	5,873
Pass-through revenue	787	674
Revenue	7,105	6,547
EBITDA	1,335	1,287
Depreciation	(242)	(269)
Operating margin	1,093	1,018
Amortization of intangibles arising from acquisitions	(142)	(137)
Impairment / Real estate consolidation charge	(112)	(44)
Non-current income and expense	4	(76)
Operating income	843	761
Net financial income (expenses)	(14)	(40)
Earn-out revaluation	1	(4)
Income taxes	(205)	(189)
Associates	3	5
Minority interests	(5)	4
Group Net Income	623	537



# BRIDGE FROM REPORTED TO CONDENSED COMPARABLE INCOME STATEMENT

		H1 2023			H1 2	2022	
(EUR million)	P&L reported	Pass-through impact	P&L condensed	P&L reported	Pass-through impact	FX/Perimeter Impact	P&L condensed comparable
Net revenue	6,318		6,318	5,873		16	5,889
Pass-through revenue	787	(787)		674	(674)		
Revenue	7,105			6,547			
Personnel costs	(4,155)		(4,155)	(3,858)		(12)	(3,870)
Restructuring costs	(45)		(45)	(30)			(30)
Pass-through costs	(734)	734		(620)	620		
Other operating expenses	(836)	53	(783)	(752)	54	(8)	(706)
Other operating costs	(1,570)	787	(783)	(1,372)	674	(8)	(706)
Depreciation	(242)		(242)	(269)		2	(267)
Operating margin	1,093	-	1,093	1,018	-	(2)	1,016



## H1 2023 CONDENSED CONSOLIDATED INCOME STATEMENT

(EUR million)	H1 2023 P&L	Amortization of intangibles arising from acquisitions		Change in fair value of financial assets	Main Capital Gain/loss	Earn-out revaluation	H1 2023 Headline
Net revenue	6,318						6,318
Pass-through revenue (1)	787						787
Revenue	7,105						7,105
EBITDA	1,335						1,335
Depreciation	(242)						(242)
Operating margin	1,093						1,093
Amortization of intangibles arising from acquisitions	(142)	142					-
Impairment / Real estate consolidation charge	(112)		112				-
Non-current income and expense	4				(4)		-
Operating income	843						1,093
Net financial income (expenses)	(14)			8			(6)
Earn-out revaluation	1					(1)	-
Income taxes	(205)	(37)	(29)	(1)	0		(272)
Associates	3						3
Minority interests	(5)						(5)
Group Net Income	623	105	83	7	(4)	(1)	813

<sup>(1)</sup> Pass-through revenue of €787 million in H1 2023 are split between €734 million as pass-through costs and €53 million as depreciation

### H1 2022 CONDENSED CONSOLIDATED INCOME STATEMENT

(EUR million)	H1 2022 P&L	Amortization of intangibles arising from acquisitions	Real estate	Change in fair value of financial assets	Main Capital Gain/loss	Earn-out revaluation	H1 2022 Headline
Net revenue	5,873						5,873
Pass-through revenue (1)	674						674
Revenue	6,547						6,547
EBITDA	1,287						1,287
Depreciation	(269)						(269)
Operating margin	1,018						1,018
Amortization of intangibles arising from acquisitions	(137)	137					-
Impairment / Real estate consolidation charge	(44)		44				-
Non-current income and expense	(76)				76		-
Operating income	761						1,018
Net financial income (expenses)	(40)			(34)			(74)
Earn-out revaluation	(4)					4	-
Income taxes	(189)	(34)	(11)	5	3		(226)
Associates	5						5
Minority interests	4						4
Group Net Income	537	103	33	(29)	79	4	727

<sup>(1)</sup> Pass-through revenue of €674 million in H1 2022 are split between €620 million as pass-through costs and €54 million as depreciation

## GROSS DEBT AS OF JUNE 30, 2023

Other debt (1)	340	103	102	115	15	5
, · · · •	340	103	102	115	15	5
Earn out / Buy out						
Eurobond 2031 (1) (2)	831	-	-	-	-	831
Eurobond 2028 (1) (2)	813	-	-	-	-	813
Eurobond 2025 (1) (2)	789	-	789	-	-	-
Eurobond 2024	601	-	601	-	-	-
Eurobond 2023	500	500	-	-	-	-
(EUR million)	Total				July 2025- June 2026	





## **BALANCE SHEET**

(EUR million)	June 30, 2023	Dec. 31, 2022	June 30, 2022
Goodwill and intangibles	13,730	13,793	14,274
Net right of use	1,672	1,753	1,946
Other fixed assets	989	1,059	1,052
Current and deferred tax	(183)	(380)	(352)
Working capital	(3,529)	(3,907)	(3,696)
TOTAL	12,679	12,318	13,224
Group equity	9,188	9,635	9,314
Minority interests	(44)	(35)	(34)
TOTAL EQUITY	9,144	9,600	9,280
Provisions for risk & charges	832	795	753
Net debt (cash)	226	(634)	464
Lease liability	2 477	2,557	2,727
TOTAL	12,679	12,318	13,224



## NET DEBT AS OF JUNE 30, 2023

**Breakdown by currency** 

(EUR million)	Total	EUR	USD	GBP	Others
Eurobond 2023	500	500			
Eurobond 2024	601	601			
Eurobond 2025 (1) (2)	789	-	789		
Eurobond 2028 (1) (2)	813	-	813		
Eurobond 2031 (1) (2)	831	-	831		
Earn-out / Buy-out	340	35	257	12	36
Other debt <sup>(1)</sup>	34	16	11	1	6
Cash & marketable securities	(3,682)	(649)	(1,953)	(23)	(1,057)
Net debt (cash)	226	503	748	(10)	(1,015)



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

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

## NET DEBT AS OF JUNE 30, 2023

#### **Breakdown by rate**

(EUR million)	Total	Earn-out / Buy-out	Fixed rate	Floating rate
Eurobond 2023	500	-	500	-
Eurobond 2024	601	-	601	-
Eurobond 2025 (1) (2)	789	-	789	-
Eurobond 2028 (1) (2)	813	-	813	-
Eurobond 2031 (1) (2)	831	-	831	-
Other debt (1)	34	-	23	11
Total gross debt ex. earn-out/buy-out	3,568	-	3,557	11
Earn-out / Buy-out	340	340	-	-
Cash & marketable securities	(3,682)	-	-	(3,682)
Net debt (cash)	226	340	3,557	(3,671)



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

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

## LIQUIDITY AS OF JUNE 30, 2023

	J	une 30, 20	June 30, 2022	
(EUR million)	Total	Drawn	Available	Available
5-year syndicated facility (Club Deal) (1)	2,000	-	2,000	2,000
Total Committed Facilities	2,000	-	2,000	2,000
Cash and Marketable Securities			3,682	3,342
Total liquidity			5,682	5,342



#### **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.

Organic growth vs. 2019 calculated as: ([1 + organic growth (n-3)]\*[1 + organic growth (n-2)]\*[1 + organic growth (n-1)]\*[1 + org

**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.

P&L Condensed/Comparable: P&L excluding pass-through costs and FX & perimeter impact.

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 and the costs of the anticipated unwinding of cross-currency swaps (in 2020).

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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