



H1 2026 RESULTS

16 July 2026



H1 2026 HIGHLIGHTS

FINANCIAL REVIEW

**FY 2026 OUTLOOK
& STRATEGIC UPDATE**

Q&A

DISCLAIMER

Certain information contained in this document, other than historical information, may constitute forward-looking statements or unaudited financial forecasts. These forward-looking statements and forecasts are subject to risks and uncertainties that could cause actual results to differ materially from those projected. These forward-looking statements and forecasts are presented at the date of this document and, other than as required by applicable law, Publicis Groupe does not assume any obligation to update them to reflect new information or events or for any other reason. Publicis Groupe urges you to carefully consider the risk factors that may affect its business, as set out in the Universal Registration Document filed with the French Autorité des Marchés Financiers (AMF) and which is available on the website of Publicis Groupe (www.publicisgroupe.com).

HIGHLIGHTS OF H1'26

ACCELERATING ON ALL FRONTS

1

Q2 organic growth

+4.8%

on net revenue

+30bps QoQ
despite tougher comp

2

New business

Strong H1 gains



**Raised FY'26
guidance**

3

Financial KPIs

17.5%

H1 headline
operating margin¹

Improving
while sustaining
investments

4

**Differentiation
and addressable
market expansion**

160/90
/LiveRamp

Leveraging
balance sheet strength

ACCELERATING ORGANIC GROWTH DESPITE CHALLENGING MACRO

+4.8%

Q2 net revenue
organic growth

Sequential acceleration
vs. +4.5% in Q1



**Despite more
difficult conditions**

- ✓ **100 bps higher YoY
comparable base**
- ✓ **Geopolitical uncertainty
increasing in Q2**

ACCELERATING ORGANIC GROWTH DESPITE CHALLENGING MACRO

AI-powered marketing services

(data, media, creative, commerce, CRM and production)

87% of net revenue

+6.5%

Q2 net revenue
organic growth

vs. +5.6% in Q1



Ahead of

+5.3%

6-year
Q2 CAGR

Connected Media up high-single digit
Intelligent Creativity up low-single digit

Technology

13% of net revenue

Mid-single-digit
Q2 net revenue
organic decline

Continued delayed capex spending
across IT consulting industry

Sequential stabilisation
in net revenue terms
with 600bps tougher comp.
in Q2 vs. Q1

ACCELERATING ORGANIC GROWTH DESPITE CHALLENGING MACRO



58% of net revenue

+5.5%

Q2 organic growth



25% of net revenue

+5.0%

Q2 organic growth



9% of net revenue

+2.6%

Q2 organic growth



3% of net revenue

+11.0%

Q2 organic growth



3% of net revenue

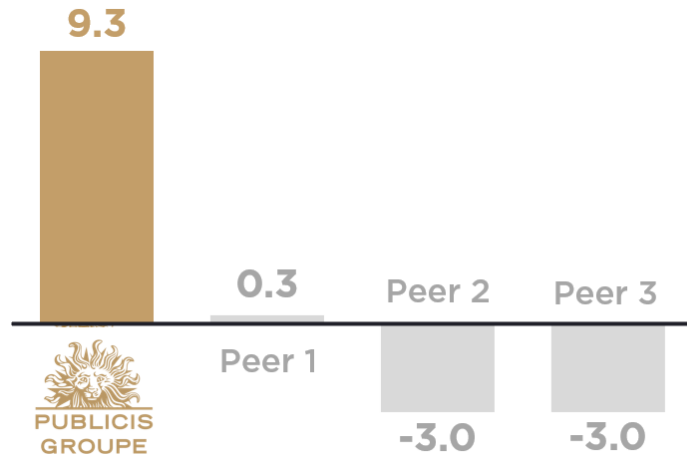
-8.3%

Q2 organic growth

ACCELERATING ON NEW BUSINESS

Since new competitive landscape

Net reported billings (\$bn)¹
FY 2025 & H1 2026



Confidence
to raise FY'26 guidance

Net revenue organic growth

+4.5% to +5%

up from +4% to +5%

ACCELERATING ON ALL FINANCIAL KPIs

Headline operating margin rate¹**17.5%** H1'26

50 bps operating margin unlocked:

- > 30bps reinvested in new business, AI and talent
- 17bps margin improvement

Headline EPS

€3.52 H1'26+5.7% vs. H1'25²Headline free cash flow^{1,3}**€957 million** H1'26+20.8% vs. H1'25²

1. Adjusted for LiveRamp transaction costs.

2. At constant currency.

3. Before change in WCR.

ACCELERATING DIFFERENTIATION THROUGH STRATEGIC ACQUISITIONS

Q2 2026

160/90

Sports marketing

/LiveRamp

Data co-creation

SINCE 2024

Bolt-on acquisitions delivered:

- ✓ c. **+20% growth**
on standalone basis
- ✓ **EPS growth acceleration**
- ✓ Strong contribution to
new business wins

Strength of balance sheet



Expansion of capabilities and addressable market

...ONE MORE HIGHLIGHT

CANNES LIONS 2026

lePub

Agency
of the Year

 **HEINEKEN**

Creative Brand
of the Year



H1 2026 HIGHLIGHTS

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KEY FINANCIAL HIGHLIGHTS¹

(EUR million)	H1 2026	H1 2025
Revenue	8,734	8,483
Net revenue	7,229	7,152
Operating margin	1,261	1,242
Operating margin rate	17.4%	17.4%
Headline operating margin	1,268	1,242
Headline operating margin rate	17.5%	17.4%
Headline Groupe net income	885	890
Free cash flow before change in WCR	950	828

NET REVENUE

(EUR million)	Q1	Q2	H1
2026 net revenue	3,460	3,769	7,229
2025 net revenue	3,535	3,617	7,152
Organic growth¹	+4.5%	+4.8%	+4.7%
FX impact²	-7.6%	-1.7%	-4.6%
M&A impact²	+1.3%	+1.1%	+1.2%
Reported growth	-2.1%	+4.2%	+1.1%

Q2 2026 NET REVENUE BY GEOGRAPHY

(EUR million)	Q2 2026	Q2 2025	2026 vs. 2025	Organic growth
North America	2,289	2,192	+4.4%	+5.4%
Europe	937	899	+4.2%	+5.0%
Asia Pacific	327	318	+2.8%	+2.6%
Middle East & Africa	98	104	-5.8%	-8.3%
Latin America	118	104	+13.5%	+11.0%
Total	3,769	3,617	+4.2%	+4.8%

Q2 2026 PERFORMANCE – NORTH AMERICA

(EUR million)	Q2 2026	Q2 2025	2026 vs. 2025	Organic growth
North America	2,289	2,192	+4.4%	+5.4%

U.S.

- **58% of Groupe net revenue**
- **Organic growth: +5.5%**
- Very solid growth from **Connected Media** and **Intelligent Creativity**, both benefiting from new business wins and scope expansions
- **Technology** down due to reduced macroeconomic visibility leading clients to delay large transformation projects, as seen across the IT consulting industry
- Organic growth was +7.4% when excluding Technology

Q2 2026 PERFORMANCE - EUROPE

(EUR million)	Q2 2026	Q2 2025	2026 vs. 2025	Organic growth
Europe	937	899	+4.2%	+5.0%

U.K.

- **9% of Groupe net revenue**
- **Organic growth: +2.8%**
- **Connected Media** up by double digits
- **Technology** soft due to Publicis Sapient's U.K. operations' exposure to clients based in the Middle East
- Organic growth was **+8.1%** when excluding Technology

France

- **5% of Groupe net revenue**
- **Organic growth: -0.7%**
- Organic growth of **+4.0%** when excluding outdoor media activities on public transport and Le Drugstore

Germany

- **3% of Groupe net revenue**
- **Organic growth: +3.1%**
- Led by **Connected Media**, up by a high single-digit

Central & Eastern Europe

- **3% of Groupe net revenue**
- **Organic growth: +17.5%**
- Strong growth on top of +9.9% last year, driven by double digits at **Connected Media** and **Technology**
- Growth fueled by **Poland**, **Romania** and **Czech Republic**

Q2 2026 PERFORMANCE – REST OF WORLD

(EUR million)	Q2 2026	Q2 2025	2026 vs. 2025	Organic growth
Asia Pacific	327	318	+2.8%	+2.6%
Middle East & Africa	98	104	-5.8%	-8.3%
Latin America	118	104	+13.5%	+11.0%

Asia Pacific

- 9% of Groupe net revenue
- Organic growth: +2.6%
- **China** up +7.5% organically, driven by double digits at **Connected Media**
- Softer South East Asia, largely due to the conflict in the Middle East

Middle East & Africa

- 3% of Groupe net revenue
- Organic growth: -8.3%
- Down as expected due to the geopolitical context
- The UAE and Lebanon were the most impacted countries, in line with expectations

Latin America

- 3% of Groupe net revenue
- Organic growth: +11.0%
- Driven by double digits at both **Connected Media** and **Intelligent Creativity**
- Strong growth in **Brazil, Mexico** and **Colombia**

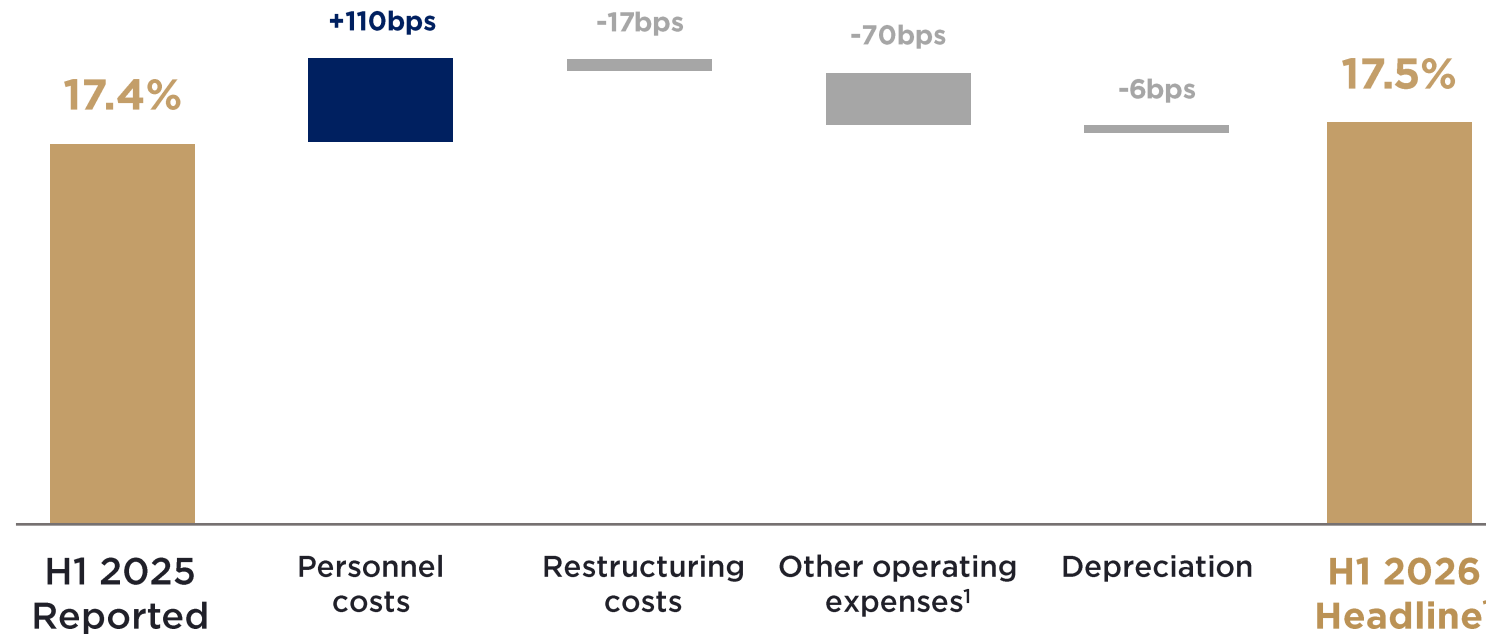
H1 2026 NET REVENUE BY GEOGRAPHY

(EUR million)	H1 2026	H1 2025	2026 vs. 2025	Organic growth
North America	4,434	4,427	+0.2%	+5.0%
Europe	1,774	1,726	+2.8%	+4.5%
Asia Pacific	613	604	+1.5%	+4.1%
Middle East & Africa	191	207	-7.7%	-6.8%
Latin America	217	188	+15.4%	+12.0%
Total	7,229	7,152	+1.1%	+4.7%

OPERATING MARGIN

(EUR million)	H1 2026	H1 2025
Net revenue	7,229	7,152
Personnel costs	(4,745)	(4,772)
<i>As a % of net revenue</i>	65.6%	66.7%
Restructuring	(76)	(63)
Other operating expenses ¹	(874)	(816)
Depreciation	(266)	(259)
Headline operating margin¹	1,268	1,242
As a % of net revenue	17.5%	17.4%

CHANGE IN OPERATING MARGIN AS A % OF NET REVENUE



HEADLINE INCOME STATEMENT¹

(EUR million)	H1 2026	H1 2025	Change
Revenue	8,734	8,483	+3.0%
Net revenue	7,229	7,152	+1.1%
Headline EBITDA	1,534	1,501	+2.2%
Headline operating margin	1,268	1,242	+2.1%
Headline net financial expenses	(62)	(44)	
Equity-accounted investees, net of tax	(5)	1	
Headline income taxes	(312)	(302)	
% effective tax rate	25.9%	25.1%	
Non-controlling interests	(4)	(8)	
Headline group net income	885 ¹	890	-0.5%

HEADLINE EARNINGS PER SHARE, DILUTED¹



FREE CASH FLOW

(EUR million)	H1 2026	H1 2025	Change
EBITDA	1,527	1,501	26
Repayment of lease liabilities and related interests	(219)	(232)	13
Capex, net of disposals	(91)	(115)	24
Interests paid and received	(39)	(22)	(17)
Tax paid	(266)	(350)	84
Other items	38	46	(8)
Free cash flow before change in WCR	950	828	122
Headline free cash flow before change in WCR	957	828	122



+20.8%
 at constant currency

USE OF CASH

(EUR million)	H1 2026	H1 2025
Free cash flow before change in WCR	950	828
Change in WCR	(2,089)	(1,745)
Acquisitions (incl. earn-out & net of disposals)	(672)	(463)
Dividends paid	(6)	(5)
Share buy-back, net of sales/ exercise of warrants	(181)	(149)
Non-cash impact on net debt ¹	235	(274)
Reduction (Increase) in net debt	(1,763)	(1,808)

NET FINANCIAL DEBT

(EUR million)	June 30, 2026	December 31, 2025	June 30, 2025
Net financial debt, average (LTM)	1,131	971	836
Net financial debt, at end of period	1,215	(548)	1,033
(Average net financial debt + Average lease liability) / EBITDA (LTM)	1.0x	1.0x	1.1x



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RAISING FY'26 GUIDANCE

Net revenue organic growth

+4.5% to +5%

up from +4% to +5%

Accelerating in H2 vs. H1
considering 40 bps tougher comp.

Operating margin rate

Slightly above 18.2%

Free cash flow

c. €2.2 billion¹

GAINING MARKET SHARE WITH A DIFFERENTIATED MODEL

WINNING MORE AND LOSING LESS

6 MAJOR WINS IN H1 2026

Securing
c. 200 bps of growth
on a full year basis

RETENTION RATE CLOSE TO 100%

By being
at the heart
of client transformations

NO IMPACTFUL LOSSES IN LAST 12 MONTHS

No losses
that could materially
impact the next 12 months

GROWING WITH CLIENTS THANKS TO AI

STRUCTURAL TAILWIND FROM AI

NET REVENUE SINCE GEN AI

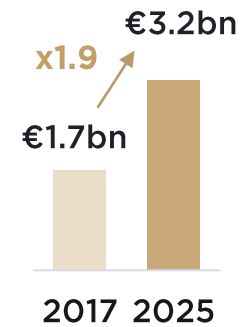
Connected capabilities delivering business outcomes

c.20%
organic
growth
since 2023

Growing **4X** faster
than peer
average
since 2023

200-300bps
growth with
existing clients
p.a.

EBITDA SINCE LAUNCH OF MARCEL



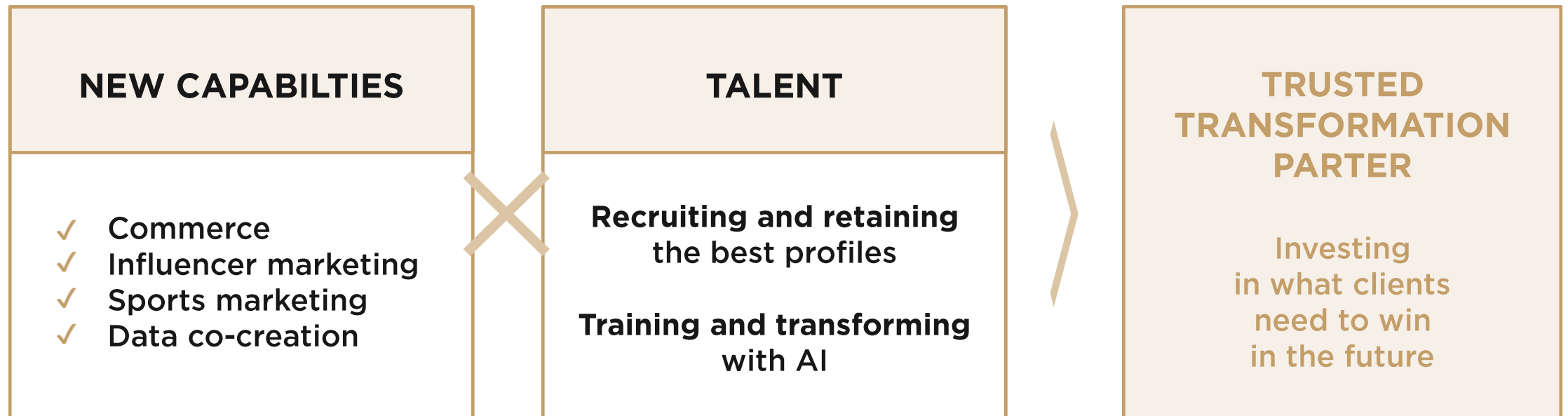
+270 bps
margin
improvement

Automation
and
optimization

Productivity
boost

INVESTING IN CAPABILITIES AND TALENT

UNIQUE INVESTMENT STRATEGY



**Only focus is execution
as we deleverage our balance sheet**

CONCLUSION

**Accelerating on all fronts
in H1**

Upgrading FY'26 organic growth

+4.5% to +5% net revenue organic growth

Increasing FY'26 financial KPIs vs FY'25

**Operating margin slightly above 18.2%
Free cash flow c. €2.2 billion²**

**Confidence to maintain
momentum beyond FY'26**

**Confirming FY'27
and FY'28 objectives**

**At least +7% to +8%
net revenue growth on average p.a.¹**

**+8% to +10%
headline EPS growth p.a.¹**



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APPENDIX

NET REVENUE & ORGANIC GROWTH CALCULATION

(EUR million)	Q1	Q2	H1
2025 net revenue	3,535	3,617	7,152
Currency impact ²	(268)	(60)	(328)
2025 net revenue at 2026 exchange rate (a)	3,267	3,557	6,824
2026 net revenue before impact of acquisitions (b)	3,414	3,728	7,142
Net revenue from acquisitions ¹	46	41	87
2026 net revenue	3,460	3,769	7,229
Organic growth (b/a)	+4.5%	+4.8%	+4.7%

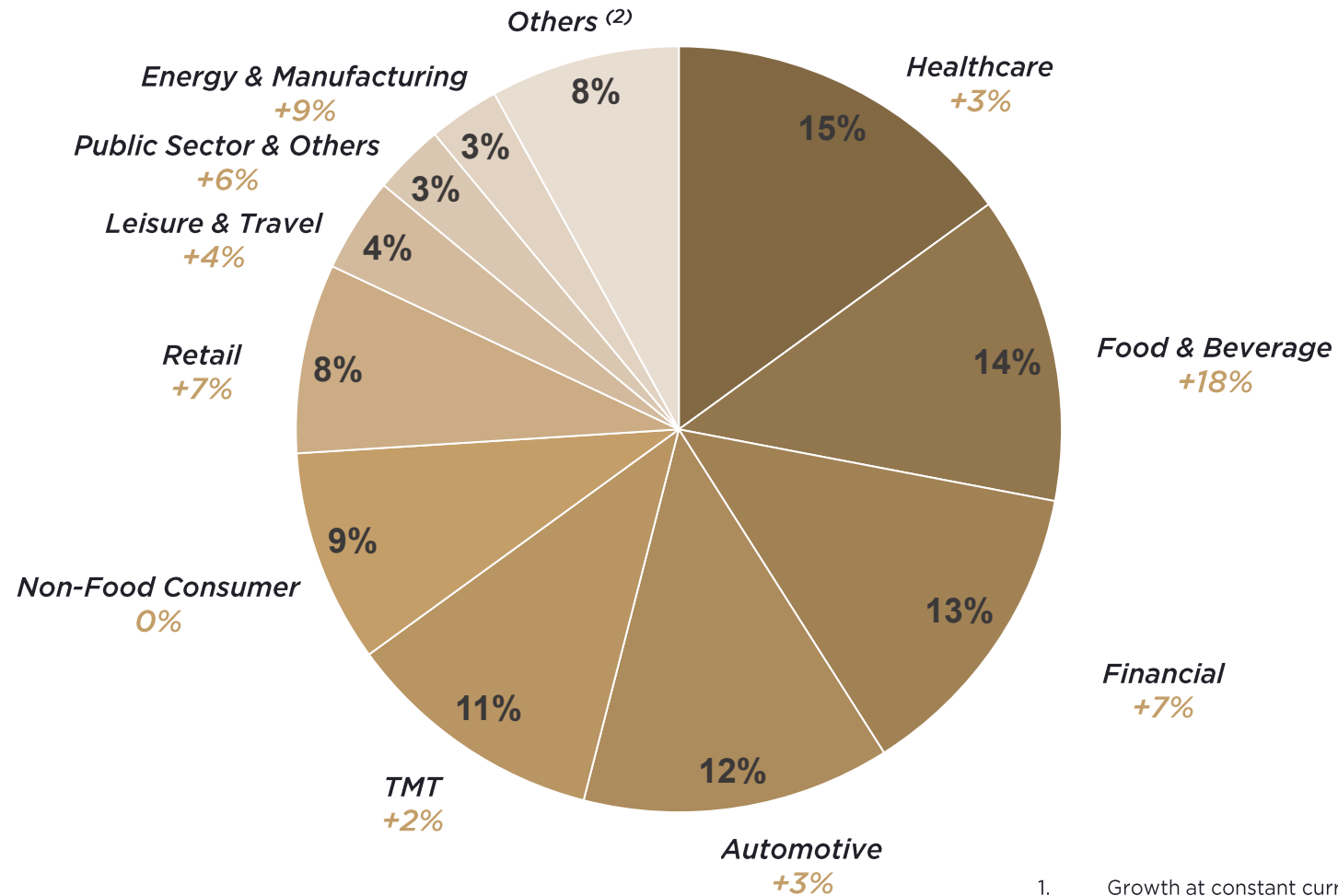
2026 currency impact			
(EUR million)	Q1	Q2	H1
GBP ²	(12)	(7)	(18)
USD ²	(218)	(51)	(269)
Other	(38)	(2)	(40)
Total	(268)	(60)	(328)

1. Acquisitions (Adge, Adopt LLC, Atomic 212, Bespoke, BRW, BR Media, Captiv8, Chain Reaction, Fabric Social, Hepmil, Lotame, Moov AI, P-Value, OneSixtyOverNinety, Nucleus, The Next Ad), net of disposals.

2. EUR = USD 1.167 average in H1 2026 vs. USD 1.093 average in H1 2025.
EUR = GBP 0.867 on average in H1 2026 vs. GBP 0.8420 on average in H1 2025.

H1 2026 PERFORMANCE BY INDUSTRY

Net revenue growth per client industry ⁽¹⁾



REPORTED CONSOLIDATED INCOME STATEMENT

(EUR million)	H1 2026	H1 2025
Net revenue	7,229	7,152
Pass-through revenue	1,505	1,331
Revenue	8,734	8,483
EBITDA	1,527	1,501
Depreciation	(266)	(259)
Operating margin	1,261	1,242
Amortization of intangibles arising from acquisitions	(109)	(106)
Impairment loss	(6)	(35)
Non-current income and expense	3	1
Operating income	1,149	1,102
Net financial income (expenses)	(61)	(43)
Earn-out revaluation	(5)	38
Equity-accounted investees, net of tax	(5)	1
Income taxes	(281)	(266)
Non-controlling interests	(4)	(8)
Group Net Income	793	824

NET FINANCIAL INCOME (EXPENSE)

(EUR million)	H1 2026	H1 2025
Interest (expense)/income on net financial debt	(6)	15
Interest on lease liabilities	(41)	(44)
Foreign exchange gain (loss)	(10)	(10)
Other financial expenses ⁽¹⁾	(5)	(5)
Headline net financial expenses ⁽²⁾	(62)	(44)

1. Includes provisions on financial assets, dividends outside the Groupe and finance costs on long term provisions.

2. Excludes earn-out revaluation.

INCOME TAX AND EFFECTIVE TAX RATE

(EUR million)	H1 2026	H1 2025
Reported income taxes	281	266
Reversal in income tax on amortization of intangibles arising from acquisitions	27	27
Reversal in income tax on impairment and real estate consolidation	2	9
Reversal in income tax on other items	-	-
Headline income taxes	310	302
Effective tax rate	25.9%	25.1%

H1 2026 CONDENSED CONSOLIDATED INCOME STATEMENT

(EUR million)	H1 2026 P&L	Amortization of intangibles arising from acquisitions	Impairment / Real estate consolidation charge	Change in fair value of financial assets and non-current items	Earn-out revaluation	LiveRamp acquisition costs	H1 2026 Headline
Net revenue	7,229						7,229
Pass-through revenue ⁽¹⁾	1,505						1,505
Revenue	8,734						8,734
EBITDA ⁽²⁾	1,527					7	1,534
Depreciation	(266)						(266)
Operating margin	1,261					7	1,268
Amortization of intangibles arising from acquisitions	(109)	109					-
Impairment / Real estate consolidation charge	(6)		6				-
Non-current income and expense	3			(3)			-
Operating income	1,149	109	6	(3)		7	1,268
Net financial income (expenses)	(61)			(1)			(62)
Earn-out revaluation	(5)				5		-
Equity-accounted investees, net of tax	(5)						(5)
Non-controlling interests	(4)						(4)
Income taxes	(281)	(27)	(2)			(2)	(312)
Group net income	793	82	4	(4)	5	5	885

H1 2025 CONDENSED CONSOLIDATED INCOME STATEMENT

(EUR million)	H1 2025 P&L	Amortization of intangibles arising from acquisitions	Impairment / Real estate consolidation charge	Change in fair value of financial assets	Main non- current items (2)	Earn-out revaluation	H1 2025 Headline
Net revenue	7,152						7,152
Pass-through revenue ⁽¹⁾	1,331						1,331
Revenue	8,483						8,483
EBITDA ⁽²⁾	1,501						1,501
Depreciation	(259)						(259)
Operating margin	1,242						1,242
Amortization of intangibles arising from acquisitions	(106)	106					-
Impairment / Real estate consolidation charge	(35)		35				-
Non-current income and expense	1				-		1
Operating income	1,102						1,243
Net financial income (expenses)	(43)			(1)			(44)
Earn-out revaluation	38					(38)	-
Equity-accounted investees, net of tax	1						1
Non-controlling interests	(8)						(8)
Income taxes	(266)	(27)	(9)	-	-		(302)
Group net income	824	79	26	(1)	-	(38)	890

BALANCE SHEET

(EUR million)	June 30, 2026	December 31, 2025	June 30, 2025
Goodwill and intangibles	14,990	14,227	13,934
Net right of use	1,513	1,542	1,612
Other fixed assets	932	951	936
Current and deferred tax	(119)	(85)	24
Working capital	(2,690)	(3,794)	(2,824)
TOTAL	14,626	12,841	13,682
Group equity	10,519	10,447	9,631
Non-controlling interests	(23)	(23)	(27)
TOTAL EQUITY	10,496	10,424	9,604
Provisions and Pension commitments	773	783	776
Net debt (cash)	1,215	(548)	1,033
Lease liability	2,142	2,182	2,269
TOTAL	14,626	12,841	13,682

GROSS DEBT AS OF JUNE 30, 2026

Breakdown by maturity

(EUR million)	Total	July 2026 - June 2027	July 2027 - June 2028	July 2028 - June 2029	July 2029 - June 2030	July 2030 onwards
Eurobond 2028 ^{(1) (2)}	750	-	750	-	-	-
Eurobond 2031 ^{(1) (2)}	762	-	-	-	-	762
Eurobond 2029 ⁽³⁾	597	-	-	597	-	-
Eurobond 2032 ⁽³⁾	646	-	-	-	-	646
Earn out / Buy out	550	177	223	110	30	10
Other debt ⁽¹⁾	21	16	2	1	1	1
Total gross debt	3,326	193	975	708	31	1,419

► No covenants

NET DEBT AS OF JUNE 30, 2026

Breakdown by currency

(EUR million)	Total	EUR	USD	GBP	Others
Eurobond 2028 ⁽¹⁾ ⁽²⁾	750	-	750	-	-
Eurobond 2031 ⁽¹⁾ ⁽²⁾	762	-	762	-	-
Eurobond 2029 ⁽³⁾	597	597	-	-	-
Eurobond 2032 ⁽³⁾	646	646	-	-	-
Earn-out / Buy-out	550	26	424	38	62
Other debt ⁽¹⁾	21	10	6	-	5
Cash & marketable securities	(2,111)	(112)	(988)	(31)	(980)
Net debt (cash)	1,215	1,167	954	7	(913)

LIQUIDITY AS OF JUNE 30, 2026

(EUR million)	June 30, 2026			June 30, 2025
	Facility amount	Drawn	Available	Available
5-year syndicated facility (Club Deal) (1)	2,000	–	2,000	2,000
Cash and Marketable Securities			2,111	2,206
Total liquidity			4,111	4,206

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. These costs are mainly production and media costs, and out of pocket expenses.

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

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

6-year CAGR organic growth on net revenue: Calculated as: $([1 + \text{organic growth (n-6)}] * [1 + \text{organic growth (n-5)}] * [1 + \text{organic growth (n-4)}] * [1 + \text{organic growth (n-3)}] * [1 + \text{organic growth (n-2)}] * [1 + \text{organic growth (n-1)}])^{1/6} - 1$

EBITDA: Operating margin before depreciation.

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

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

Headline operating margin: Operating margin excluding costs associated with the LiveRamp acquisition.

Headline operating margin rate: Headline 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 and the costs of the anticipated unwinding of cross-currency swaps (in 2020), and costs associated with the LiveRamp acquisition.

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 before changes 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.

Free cash flow: Net cash flow from operating activities, adjusted for interest paid and received, and repayment of lease liabilities.

Headline free cash flow: Free cash flow excluding costs associated with the LiveRamp acquisition

Net debt (or financial net debt): Total of long-term and short-term financial debt and related derivatives, excluding lease liabilities, net of cash and cash equivalents.

Average net debt: Last 12-month average of monthly net debt at end of each month.

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

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