



PUBLICIS GROUPE

## ADR Overview

Publicis has a sponsored Level I American Depositary Receipt (ADR) program with Deutsche Bank Trust Company Americas (Deutsche Bank).

Ticker: PUBGY  
Structure: Level I ADR  
Exchange: OTCQX  
Ratio (ADR:ORD): 2:1  
DR ISIN: US74463M1062  
CUSIP: 74463M106

### Contact details for ADR investors and brokers:

Deutsche Bank ADR broker services desks  
New York: Tel +1 212 250 9100  
London: +44 207 547 6500

### Contact details for registered ADR Holders:

Deutsche Bank Shareholder Services  
American Stock Transfer & Trust Company  
Peck Slip Station  
P.O. Box 2050  
New York, NY 10272-2050

Email:  
DB@amstock.com

Toll-free number: (866) 706-0509  
Direct Dial: (718) 921-8137

### The Company's ADR program is sponsored by Deutsche Bank. As the Depositary bank Deutsche Bank performs the following roles for ADR holders:

- Records and maintains the register of ADR holders
- Is the stock transfer agent
- Distributes dividends in U.S. dollars (if applicable)
- Facilitates the proxy voting process and exercises the voting rights on behalf of ADR holders (if applicable)
- Issues and cancels Publicis ADRs
- Can distribute company circulars and Annual General Meeting documentation (if applicable)

For those holders which are not registered because their shares are held through a 'Street name' (nominee account), your nominee will receive company documents from time to time from Deutsche Bank to distribute to ADR holders. You need to make arrangements with your nominee if you wish to receive such documents and to be able to exercise your vote through the depositary bank at general meetings (if applicable).

# ADR FAQs

**The following information does not contain all information that may be important to you. For more complete information, we highly recommend that you read the entire deposit agreement and the form of American Depositary Receipt, which contains the American Depositary Shares terms.**

## **What is an American Depositary Receipt (ADR)?**

ADRs are a negotiable US dollar denominated certificate representing ownership of shares in a non-US company. Publicis's ADRs represent Publicis's ordinary shares deposited with the depositary bank, to underlie such certificates and carry the rights attached to them as detailed in the Depositary Agreement. Holders of ADRs receive dividends in US dollars (if applicable) and have the right to vote on shareholders resolutions. The term ADR and ADS are often used interchangeably. ADRs were specifically designed to facilitate the purchase, holding and sale of non-U.S. securities by US investors.

## **What is an ADR ratio? (TBC)**

This is the relation between the number of ADRs and the number of ordinary shares. Every ordinary Publicis share represents 5 Publicis ADRs.

## **What are the benefits of ADRs to US investors?**

U.S. investors may prefer to purchase ADRs rather than ordinary shares in the issuer's home market because ADRs trade, clear and settle according to U.S. market conventions. One of ADRs' top advantages is the facilitated diversification into foreign securities. ADRs also allow easy comparison to securities of similar companies as well as access to price and trading information.

## **What types of companies issue ADRs?**

ADR issuers are typically large multinational corporations. Any non-U.S. company seeking to raise capital in the U.S. or increase their base of U.S. investor can issue ADRs.

## **Is it easy to get information and updates on Publicis?**

Information is widely available on Publicis's website <http://www.publicisgroupe.com/relation>. Investors can sign up to receive press releases in English on the Company's website (if applicable). Trading information is readily available on the OTC Markets Group website and our Depositary bank's website [www.adr.db.com](http://www.adr.db.com)

## **Where are Publicis ADRs traded?**

Publicis ADRs are traded in the OTC (over the counter) market. You can refer to <http://www.otcm Markets.com> and [www.adr.db.com](http://www.adr.db.com)

## **Who is Publicis's depositary for ADRs?**

Deutsche Bank Trust Company Americas. The depositary bank plays a key role in issuance as well as cancellation of ADRs. It also maintains the ADR holder register, distributes the dividends in US dollars (if applicable) and facilitates the exercise by the ADRs holders of their voting rights (if applicable).

## **What is the difference between a Registered ADR holder and a Beneficial ADR holder?**

A registered holder is one whose name appears on the books of the depository bank. The registered holder is considered the owner of record. A beneficial holder is one whose holdings are registered in a name other than their own, such as in the name of a broker, bank or nominee.

**How do I convert my ordinary shares into ADRs?**

Converting ordinary shares into ADRs must be done through a broker investment advisor or through Deutsche Bank Trust Company Americas. You can contact Deutsche Bank broker services desk on +1 212 250 9100 or +44 207 547 6500

**How may I check how many ADRs I hold?**

If you do not hold via a broker, bank or nominee, please contact our transfer agent:

Deutsche Bank Shareholder Services  
American Stock Transfer & Trust Company  
Peck Slip Station  
P.O. Box 2050  
New York, NY 10272-2050  
Email: DB@amstock.com  
Toll-free number: +1 866 706 0509  
Direct Dial: +1 718 921 8137

**How may I find out corporate action information on Publicis?**

For corporate action information, please visit: <http://www.publicisgroupe.com/#/en/relations> or <http://www.adr.db.com>. Alternatively you may contact Deutsche Bank Trust Company Americas Shareholder Services on toll-free number +1 866 706 0509 or Direct Dial: +1 718 921 8137.

**How do I obtain historical share prices of Publicis's ADRs, for the purpose of completing my tax return?**

Historical share prices for Publicis's ADRs can be found on Deutsche Bank website (<http://www.adr.db.com>) or on the OTC Markets website (<http://www.otcmarkets.com>)