



PUBLICIS GROUPE S.A.

## PRESS RELEASE

### Merger of Publicis Conseil and FCA!BMZ

**July 9, 2001** - Publicis confirms that it is currently considering the merger of two of its largest French advertising agencies: Publicis Conseil and FCA! BMZ.

Publicis Conseil is poised for a new phase in its growth strategy, linked to the deployment in France of Publicis 2010, a new concept of holistic communications. This concept will gradually be applied to the entire Publicis group.

The merger now under consideration would give FCA!BMZ clients access to the full range of skills and expertise offered by the Publicis group: strategic consulting, advertising, direct marketing, interactive communications, publishing, corporate and financial communications, public relations, visual identity and design.

In recent years FCA!BMZ has itself developed an integrated communications concept of which Publicis 2010 will be a natural extension.

FCA joined the Publicis group in October 1993, and in April 1994 merged with Success to become FCA!BMZ. Over the past 18 months, the company has turned in a strong performance, winning accounts including e-phone (SFR), Maison de la France and Sofitel (Accor), while participating in the international development of the Carrefour account.

Major FCA!BMZ clients include Carrefour, PMU, Lesieur, Henkel, Baccardi-Martini, Gamm Vert, the professional association of French notaries and, as noted, ephone (SFR), Maison de la France and Sofitel (Accor).

The two companies will operate under the Publicis Conseil banner.

Plans for the merger are being submitted to employee representative bodies of both companies, as provided by French law. These bodies will meet in the next few days.

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