



PUBLICIS ANNOUNCES SURGE IN FIRST-HALF BILLINGS FROM GLOBAL EXPANSION, MAJOR NEW ACCOUNTS WON

Full-Year Outlook for Double-Digit Growth

Paris, September 24, 1998---PUBLICIS S.A. announced a strong surge in first-half billings from both expansion of its global agency network and significant new accounts awarded by global as well as a national advertisers. PUBLICIS said that the outlook for the full year was for double-digit growth.

The very strong six-months performance reflects both global network expansion as well as major new accounts won. Half-year figures are :

	1998	1997	Percentage Change
Billings	FF17.4 Billion	12.3	+41%
Revenue	FF2.73 Billion	2.03	+34%
Net operating income, Group share (before extraordinary items and goodwill depreciation)	FF190 Million	93.5	+103%
Consolidated net income, Group share (after extraordinary items and goodwill depreciation)	FF160 Million	93	+72%
Total Net Income	FF229 Million	148	+54%
Cash Flow	FF350 Million	235	+49%
Cash on Hand, as of June 30	FF184 Million	558	



On a comparable basis and constant exchange rates, the first-half figures are:

	1998	1997	Percentage Change
Billings	FF13.7 Billion	12.2	+13%
Consolidated Net Income, Group share (before extraordinary items and goodwill depreciation)	FF139 Million	93	+49%

First-Half Highlights:

1. ***The accelerating global expansion of PUBLICIS.*** This includes :
 - Reinforcement of North American activities following the acquisition of the Hal Riney and Evans Group agencies, the creation of PUBLICIS Technology in San Francisco, the purchase of SMW and the launch of Optimedia in Canada ;
 - First-time PUBLICIS presence in South America and Asia with new units in Chile, Thailand, Vietnam, Laos, Cambodia and Burma ;
 - Strengthening of PUBLICIS in Europe, with the acquisition of Casadevall Pedreño, the highly-acclaimed Spanish agency, and successful new additional agencies in France, Sweden and Switzerland.
2. ***Global accounts won,*** including Club Med, Union des Banques Suisses and, most recently, Hewlett-Packard ;
3. ***Major new accounts won*** by numerous PUBLICIS agencies Worldwide ;
4. ***Agreement of the capital of SOMAREL,*** the holding company controlling PUBLICIS with 37.98% of PUBLICIS shares and 50.79% of voting rights. The agreement reinforces Mrs. Elisabeth Badinter's control of PUBLICIS and features extensive participation by employees and management in the new shareholding structure that followed a successful share offering.



5. **Streamlining the organization.** This involved eliminating most intermediate holding companies in the Media and Media Sales branch. The streamlined organization was approved by the Annual Stockholders Meeting and was put into place during the summer.

6. **The sale of minority participation in outdoor advertising company Giraudy.** Publicis' Médias & Régies Europe unit had had a 33 % participation in the company. The sale reflects PUBLICIS' policy of having only majority shareholding in affiliates in the group.

Full- year outlook

Now serving both global and national advertisers on all continents, in 65 countries and 109 cities, PUBLICIS is in the final stage of implementing the industry's most ambitious international expansion strategies.

Asian and Russian economic conditions will not impact Group accounts because investments in those regions were recent and did not involve significant investment.

Maurice Lévy, CEO and President of the PUBLICIS Directoire, said: "*Group performance over the first six months was particularly strong, with a number of positive growth drivers. For the entire year, results should be very satisfactory, with double-digit growth. Our worldwide expansion plan soon will be completed, a year ahead of schedule. As a result, PUBLICIS is increasingly recognized by global advertisers as a fresh and truly different alternative for world-class creativity, network coverage and service.*"

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