



PUBLICIS GROUPE

PRESS RELEASE

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PUBLICIS GROUPE PUBLISHES PUBLIC TENDER OFFER DOCUMENT FOR PIXELPARK AG

Acceptance period begins on February 14 and ends on March 7, 2012

Paris, February 13, 2012 – Publicis Groupe S.A. (EURONEXT PARIS: FR0000130577) will publish the offer document for its public tender offer for all outstanding shares of Pixelpark AG (“Pixelpark”) tomorrow, February 14, 2012.

Beginning tomorrow, February 14, 2012, Pixelpark shareholders may accept Publicis Groupe’s offer to acquire their no-par value bearer shares against a cash payment of EUR 1.70, by written declaration to their custodian bank. The acceptance period ends at 24:00 hours on March 7, 2012.

On January 26, 2012, Publicis Groupe announced its intention to launch a public tender offer for all outstanding shares of Pixelpark through its wholly-owned subsidiary MMS Germany Holdings GmbH (“MMS”). The offer price of EUR 1.70 per share represents a premium of approximately 28% above the estimated weighted average stock exchange price of Pixelpark shares (EUR 1.33) during the last three months prior to January 20, 2012.

Publicis Groupe’s public tender offer has the full support of the Management Board and the Supervisory Board of Pixelpark. The world’s third largest communications group, Publicis Groupe has declared that it plans to integrate Pixelpark into its Publicis Worldwide network, further reinforcing its digital expertise in the German market.

As of January 26, 2012, shareholders of Pixelpark have committed to sell Pixelpark shares to MMS corresponding to 56.51% of the registered share capital and of the voting rights in Pixelpark. In addition, as of today, February 13, 2012 at 15:30 hrs CET, MMS already holds 1.08% of the registered share capital and of the voting rights in Pixelpark.



The offer is conditional, inter alia, on the acquisition by MMS of at least 75% of Pixelpark's current registered share capital. Additionally, MMS' acquisition of a majority of Pixelpark shares must be approved by the German Federal Cartel Office.

For further details relating to the terms and conditions of the tender offer, please refer to the offer document, which will be available from tomorrow, February 14, 2012, on the Internet at www.publicis-pixelpark.com. In addition, upon request, free copies of the offer document will be available for the shareholders of Pixelpark at Deutsche Bank AG, Taunusanlage 12, 60325 Frankfurt am Main (Fax +49-(0)69-91038794, E-mail: dct.tender-offers@db.com).

Deutsche Bank AG (Taunusanlage 12, 60325 Frankfurt am Main, Germany) acts as central settlement agent for this public tender offer.

Important information

This announcement contains forward-looking statements. Forward-looking statements are statements that do not describe past facts, but also such statements regarding assumptions and expectations as well as the underlying assumptions. These statements are based on the planning, estimates and forecasts currently available to the management of Publicis Groupe S.A. Forward-looking statements are thus only related to the date on which they are made. No obligation will be assumed to revise such statements in light of new information or future events. Forward-looking statements harbor risks and uncertainties by nature. A number of important factors may lead to the fact that actual results differ substantially from such forward-looking statements.

This announcement is neither an offer to purchase nor a solicitation to offer to sell shares in Pixelpark. The terms of the offer and its acceptance will be based exclusively on the offer document which is available on the Internet under www.publicis-pixelpark.com. As the offer as well as all other related documents will contain important information, holders of shares in Pixelpark are strongly advised to read these documents as soon as they will have been published.

As the shares in Pixelpark AG are exclusively listed on the Entry Standard of the Open Market (*Freiverkehr*) of the Frankfurt Stock Exchange (*Frankfurter Wertpapierbörse*), the provisions of the German Securities Acquisition and Takeover Act (*Wertpapiererwerbs- und Übernahmegesetz: WpÜG*) and the regulations issued in connection therewith do not apply to the offer, the offer document and all associated declarations, notices and legal acts.

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About Publicis Groupe

Publicis Groupe (Euronext Paris FR0000130577, part of the CAC 40 index) is the third largest communications group in the world, offering the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe's media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs about 50,000 professionals.

Web: www.publicisgroupe.com | Twitter: [@PublicisGroupe](https://twitter.com/PublicisGroupe) | Facebook: www.facebook.com/publicisgroupe

About Pixelpark

Pixelpark is Germany's largest independent interactive service provider. With the brands Yellow Tomato, Elephant Seven and Pixelpark we have developed creative and value-enhancing communication and eBusiness solutions for about 20 years. About 370 employees in Berlin, Hamburg, Cologne, Bielefeld, Barcelona and Zurich are proud to be working for clients such as Adidas, Allianz, the Bundesministerium der Finanzen (BMF), the Bundesministerium für Wirtschaft und Technologie (BMWi), Boehringer Ingelheim, Coca-Cola, Daimler AG, Deutsche Post DHL, Drägerwerk AG & Co. KGaA, Energie Baden-Württemberg AG (EnBW), Deutsche Lufthansa AG, Mercedes-Benz, Montblanc, Reifen Center GmbH, RTL, Sparkasse, WGZ BANK, Zweites Deutsche Fernsehen (ZDF) and many more. www.pixelpark.com



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