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PUBLICIS GROUPE SA
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Publicis Groupe S.A. has made available to its employees a portal, which consolidates certain information, including news articles and interviews, relating to the combination of Publicis Groupe S.A. and Omnicom Group Inc. Maurice Lévy, the Chief Executive Officer and Chairman of Publicis Groupe S.A., sent an email to employees announcing the launch of such portal. Included below is that email, as well as certain materials accessible to employees through the portal.

Bonjour,

On July 28, we announced the Publicis Groupe and Omnicom merger agreement. This is clearly a major event for us, for Omnicom and for our industry.

It was hailed as such by the international press, major advertisers and even acknowledged as such by our competitors. Because our Groupe will evolve following the merger, by definition, it affects you. We have therefore decided to create a website dedicated to keeping you regularly updated on news.

Our objective is to create a space reserved for you and your colleagues, so that is why we are providing access to it using the password: «[]».

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Becoming the world leader doesn't mean we should forget our roots.

On this dedicated site, you'll find all the information and documents you need to understand the purpose behind this merger, its rationale and the benefits that our stakeholders can expect to see. In the agenda section, you can follow the key steps to be achieved before the transaction is completed.

We are required by law to be transparent to the same degree to all and so we want to provide you with the same information. We are also bringing together public information that is not always easily accessible, such as articles and commentaries.

You can also use the website to post any questions you wish to ask to stay fully updated on events. We will try to answer these as quickly and as fully as possible, recognizing that certain legal restrictions remain in place.

This is about your future, and the future of the Groupe: so I encourage you to take an interest through this site.

Merci for your commitment,

FORWARD-LOOKING STATEMENTS

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NO OFFER OR SOLICITATION

This communication is not intended to and does not constitute an offer to sell or the solicitation of an offer to subscribe for or buy or an invitation to purchase or subscribe for any securities or the solicitation of any vote in any jurisdiction pursuant to the proposed transactions or otherwise, nor shall there be any sale, issuance or transfer of securities in any jurisdiction in contravention of applicable law. No offer of securities shall be made except by means of a prospectus meeting the requirements of Section 10 of the Securities Act of 1933, as amended, and applicable European regulations. Subject to certain exceptions to be approved by the relevant regulators or certain facts to be ascertained, the public offer will not be made directly or indirectly, in or into any jurisdiction where to do so would constitute a violation of the laws of such jurisdiction, or by use of the mails or by any means or instrumentality (including without limitation, facsimile transmission, telephone and the internet) of interstate or foreign commerce, or any facility of a national securities exchange, of any such jurisdiction.

IMPORTANT ADDITIONAL INFORMATION WILL BE FILED WITH THE SEC

Publicis Omnicom Group will file with the SEC a registration statement on Form S-4, which will include the proxy statement of Omnicom that also constitutes a prospectus of Publicis Omnicom Group (the proxy statement/prospectus). **INVESTORS AND SHAREHOLDERS ARE URGED TO READ THE JOINT PROXY STATEMENT/PROSPECTUS, AND OTHER RELEVANT DOCUMENTS TO BE FILED WITH THE SEC, IN THEIR ENTIRETY CAREFULLY WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT OMNICOM, PUBLICIS, PUBLICIS OMNICOM GROUP, THE PROPOSED TRANSACTIONS AND RELATED MATTERS.** Investors and shareholders will be able to obtain free copies of the proxy statement/prospectus and other documents filed with the SEC by the parties through the website maintained by the SEC at www.sec.gov. In addition, investors and shareholders will be able to obtain free copies of the proxy statement/prospectus and other documents filed with the SEC by the parties by contacting Corporate Secretary, Omnicom Group Inc., 437 Madison Avenue, New York, NY 10022, (212) 415-3600 (for documents filed with the SEC by Omnicom) or Investor Relations, 133 avenue des Champs Elysées, 75008 Paris, France, +33 (0) 1 44 43 65 00 (for documents filed with the SEC by Publicis or Publicis Omnicom Group).

IMPORTANT ADDITIONAL INFORMATION WILL BE MADE AVAILABLE IN AN AFM APPROVED PROSPECTUS

Publicis Omnicom Group will make publicly available a prospectus, approved by the Dutch financial markets regulator (Stichting Autoriteit Financiële Markten or AFM), with respect to the issuance of new shares as a result of the proposed transactions and their admission to trading on a regulated market in the European Union (including any supplement thereto, the Admission Prospectus). The Admission Prospectus will be passported by the AFM to the AMF with a view to the admission of Publicis Omnicom Group shares to listing on Euronext Paris. **INVESTORS AND SHAREHOLDERS ARE URGED TO READ THE ADMISSION PROSPECTUS, AND OTHER RELEVANT DOCUMENTS, IN THEIR ENTIRETY CAREFULLY WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT PUBLICIS, OMNICOM, PUBLICIS OMNICOM GROUP, THE PROPOSED TRANSACTIONS AND RELATED MATTERS.** Investors and shareholders will be able to obtain free copies of the Admission Prospectus from Publicis Omnicom Group on Publicis' s website at www.publicisgroupe.com or by contacting Investor Relations, 133 avenue des Champs Elysées, 75008 Paris, France, +33 (0) 1 44 43 65 00.

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NO EEA PROSPECTUS UNTIL ADMISSION PROSPECTUS

No prospectus is required under the European Economic Area Prospectus Directive 2003/71/EC, as amended and as transposed in Dutch and French law, and no such prospectus or document will be made available until the Admission Prospectus is made available.

PARTICIPANTS IN THE SOLICITATION

Omnicom, Publicis and Publicis Omnicom Group and their respective directors and executive officers may be deemed to be participants in the solicitation of proxies from the shareholders of Omnicom in respect of the proposed transactions contemplated by the proxy statement/prospectus. Information regarding the persons who are, under the rules of the SEC, participants in the solicitation of the shareholders of Omnicom in connection with the proposed transactions, including a description of their direct or indirect interests, by security holdings or otherwise, will be set

forth in the proxy statement/prospectus when it is filed with the SEC. Information regarding Omnicom's directors and executive officers is contained in Omnicom's Annual Report on Form 10-K for the year ended December 31, 2012 and its Proxy Statement on Schedule 14A, dated April 11, 2013, which are filed with the SEC.

PUBLICIS GROUPE/OMNICOM MERGER: THE WAY FORWARD

Since the merger between Publicis Groupe and Omnicom was announced during the summer, we have been working hard to ensure its progress, and I want to share its development with you.

As of today, I think that it is important to remind the rationale based on which this project is being built.

I would like to begin by addressing to this essential question: What purpose does this merger serve?

In fact, the answer is short and simple: It is the way forward .

Over the past fifteen years or so, our environment has been fundamentally changed by the digital technologies and new players.

Web giants, such as Google and Facebook, to name but two, have experienced exponential growth and have rapidly developed into key partners. We are happy and proud to have been the first to enter into strategic partnerships with them.

Our profession has been transformed. It is the result of a highly complex equation (IQ+TQ+EQ) where strategic intelligence, science, technology and creative emotional connection meet.

This evolving and expanding market landscape is setting the stage for tomorrow's new competitive environment where the winners will be those who know how to use these techniques and combine them best with our traditional expertise and experience to provide clients with the most effective and efficient solutions to their marketing and communication needs.

So, by proposing to merge two leading communications companies, we are probably kick-starting a much larger transformational shift in the communication landscape in which we are once again the pioneers.

This carefully thought of merger agreement could only be a success if it was harmonious and balanced for both groups involved. It is important to remember that the only merger possible between Omnicom and Publicis Groupe was a merger of equals .

This merger of equals with Omnicom was made possible by the performance Publicis Groupe has achieved over the past decade, driven for the most part by our early shift towards the digital universe. We are two, excellent, high-performing companies, and this agreement delivers a balance for both of us and opens up new horizons to our future.

We will combine our operations, while finding a balance in areas where we are complementary. And neither group will have to cast aside their values, because we share common values.

After competing for decades in a spirit of mutual respect, Publicis Groupe and Omnicom will create the world's leading communication company. A company with a best-in-class offer and model, generating even greater value for our clients and shareholders, and creating exciting opportunities for you.

The future group's financial strength will enable it to invest, especially in technology, now an essential part of our profession, serving our clients better in helping them to understand and reach their targets. We will have more opportunities to innovate, to hone our skills and services and grow databases, maintaining them with respect for consumers' privacy (the famous Big Data).

Our clients will therefore have access to a wider pool of talent, resources, solutions and technology, enabling them to gain a competitive advantage in a market that is growing ever tougher and more competitive.

Our employees will be able to develop themselves in a professional, but also human community that will be both more diverse and more rich. You can widen your experience, move into new areas, tap into new technology and learn from the best in our profession.

As we wait for this great agreement to be completed, scheduled for the first quarter of 2014, I ask you to redouble your efforts to best serve our clients and win those all important new business pitches, as this remains our priority. Remember that prior to the completion of this merger, our friends at Omnicom remain formidable competitors on any pitches you are involved in. You can have social contacts, but not professional relationships; the rules on this are very strict.

I am aware of comments that have generated confusion amongst some of you, particularly those relating to client conflicts that critics claim could be generated by this merger. The irony is that the criticism comes from those who know better than anyone else about clients conflict management; do not let these comments distract you from your work.

The current situation changes nothing. Close relationships and stronger ties with your clients remain the best guarantee. Furthermore, we are used to dealing with this kind of situation in a highly ethical manner. Our broad Publicis Groupe networks allow us to manage competitive clients while strictly respecting confidentiality through 'Chinese wall' .

Once again, the merger should be a great asset in this context, as Omnicom will also bring its considerable networks to the table.

Our teams, the bankers and advisors are working flat out. This is a big task as with all transactions of this size. We are working on covering all bases and are doing everything we can to ensure it succeeds. And we strongly believe it will.

Approval from competition regulators and financial markets, as well as approval from our respective shareholder meetings will be key stages in the project's development. We will keep you updated on these developments.

We are conducting a transatlantic deal. There have been many such transactions over the years, and across all sectors. Many have met with great success.

Publicis Groupe's identity also contains keys to the project's success: we are a multicultural group which currently generates 50% of its income in North America, where 50% of its employees are based. This is a region we know well, and with which we have a long history of involvement.

Most of all, despite differences, Omnicom and Publicis Groupe have shared common values for a long time. We will combine our assets and ideas to better succeed in this complex world.

Bringing together our energy and talent; consolidating our financial capacity to pursue an investment program, and pooling resources can only make us all optimistic about the future that lies ahead.

The success of this project belongs to everyone: to you, and to us. To achieve this, let us start by giving our clients even better service, showing them we are with them every step of the way. And let us open our hearts and minds to the future.

I am counting on you.

Merci !

Maurice Lévy

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