07/12/16

PRESS RELEASE

Publicis Groupe and Walmart Stores, Inc. Launch a Strategic Relationship

Publicis Groupe [Euronext Paris: FR0000130577, CAC40], a leader in marketing and business transformation services, and Wal-Mart Stores, Inc. [WMT, NYSE] announced today the launch of a new strategic relationship that will give Walmart unfettered access to all of Publicis Groupe's agencies and resources.

The new entity will focus on how Publicis Groupe and Walmart will partner on advertising and marketing efforts as the companies together navigate the future of retail. The relationship, which is not exclusive, went into effect on July 1 and initially applies to Walmart's US advertising and in-store creative for which Publicis Groupe will function as the primary Agency of Record. Walmart will also have access to resources outside of marketing, including capabilities to support corporate reputation and technology that builds relationships with customers.

"*Our ambition globally is to make every day easier for busy families, and having best-in-class marketing is critical to achieving that goal*," said Doug McMillon, president and chief executive officer of Walmart Stores, Inc. "*This relationship with Publicis Groupe will help us think and act differently, which will ultimately enable us to serve our customers even better*."

Publicis Groupe will pull resources from the various agencies in its portfolio to ensure the right talent is working on each Walmart project. The relationship will be led by Arthur Sadoun, CEO of Publicis Communications.

"*This relationship is the direct result of Publicis' new approach, 'the Power of One,' which is designed to deliver end-to end solutions for our clients*," said Maurice Lévy, Chairman and CEO of Publicis Groupe. "*Walmart is already implementing innovative approaches to reach its customers. Our goal is to leverage all of Publicis' assets – not just the resources of one agency – to help them in these efforts*."

About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation. Active across the entire value chain, from consulting to creation, and production, Publicis Groupe offers its clients a transversal, unified and fluid model allowing them access to all the Groupe's tools and expertise around the world. Publicis Groupe is organized across four Solutions hubs:

Publicis Communications, Publicis Media, Publicis.Sapient and **Publicis Health**. These 4 Solutions hubs operate across principal markets, and are carried across all others by Publicis One. **Publicis One** is a fully integrated service offering making the Groupe's expertise available to all clients, under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

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