

PRESS RELEASE

April 1, 2019 – Paris – Publicis Groupe [Euronext Paris : FR0000130577, CAC 40] confirms that it is studying the potential acquisition of Epsilon, which is currently under a sale process by Alliance Data Systems Corporation (NYSE: ADS). Epsilon is a major player in data and targeted marketing solutions (mass personalization) operating mainly in North America.

The Group's governing bodies feel an obligation to study any possibility to strengthen its position thanks to assets that could fit the Group's strategy and bring an enhanced service to the Group's clients, while reinforcing its competitiveness for the future.

This being said, as discussions are currently underway and the project is being analyzed, the Group cannot give any indication on whether a transaction would materialize or not and, should the Group decide to make an offer, under which terms and conditions. It has happened – again recently – that the Group studied potential targets but chose not to make any offer as the contemplated transactions did not meet the necessary criteria.

In compliance with its obligations, Publicis Groupe will inform the market should this acquisition materialize.

About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), Publicis Media (Starcom, Zenith, Spark Foundry, Blue 449, Performics, Digitas), Publicis Sapient and Publicis Health. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals. www.publicisgroupe.com | [Twitter: @PublicisGroupe](https://twitter.com/PublicisGroupe) | [Facebook](https://www.facebook.com/publicisgroupe) | [LinkedIn](https://www.linkedin.com/company/publicisgroupe) | [YouTube](https://www.youtube.com/user/publicisgroupe) | *Viva la Difference!*

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