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PUBLICIS TO ACQUIRE BCOM3 FOR \$3 BILLION

Also Announces Strategic Partnership With Dentsu

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NEW YORK (AdAge.com) -- Publicis Groupe has agreed to acquire Bcom3 Group for \$3 billion, forming the fourth-largest communications group in the world, according to a statement released by both companies early this morning.

Dentsu partnership

The companies also announced the creation of a long-term partnership between Dentsu, Japan's largest ad agency, and Publicis. Dentsu currently holds a 20% stake in Bcom3.

> [Read the 6-page statement \(Microsoft WORD format\).](#)

> [Profile: Publicis Groupe's Agencies & Clients](#)

> [Profile: Bcom3 Group's Agencies & Clients](#)

> [Publicis' Webcast, analyst presentations and corporate backgrounders](#)

The statement, released simultaneously in Paris, Tokyo and Chicago, said Publicis will acquire 100% of the capital of Bcom3 for \$3 billion in stock and equity-linked securities.

Publicis headquarters will remain in Paris. Maurice Levy will continue as Publicis' chief executive officer. Roger A. Haupt, currently chairman-CEO of Bcom3, will become Publicis' president and chief operating officer.

38,000 employees

The statement said as a result of the merger, Publicis' global operations would have 38,000 employees and revenues of \$4 billion.

Agency networks with Publicis include Saatchi & Saatchi; Fallon Worldwide; Publicis in Mid-America; and Zenith Optimedia Group, which is jointly owned with Cordiant Communications Group.

Bcom3's holdings include Leo Burnett Co.; D'Arcy, Masius Benton & Bowles'; Manning Selvage & Lee; Bartle Bogel Hegarty; and the Starcom MediaVest Group. Clients include Philip Morris Cos., McDonald's Corp., General Motors Corp., Procter & Gamble Co. and Diageo.

Ill-fated IPO

Chicago-based Bcom3 was formed by the merger of the Leo Group and the McManus Group in February 2000. After the merger, the holding company had planned to go public, but in March 2001, with the economy souring, Bcom3 backed off from pursuing an IPO.

At the time, when asked whether the company was considering the option of being acquired, a spokeswoman said, "We are still intending to go

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