



# DENTSU NEWS

DENTSU INC. CORPORATE COMMUNICATIONS DIVISION

TOKYO HEAD OFFICE, 1-11, TSUKIJI, CHUO-KU, TOKYO 104-8426 TEL. (03) 5551-5923 FAX. (03) 5551-2013 URL: <http://www.dentsu.com>

Contact: Takafumi Hotta  
Senior Manager  
Corporate Communications Division  
E-mail: [t.hotta@dentsu.co.jp](mailto:t.hotta@dentsu.co.jp)

**FOR IMMEDIATE RELEASE**  
**September 25, 2002**

## Dentsu Announces Acquisition of Publicis Shares

As reported in the announcement of March 7, 2002, Bcom3 Group, Inc. (“Bcom3”), a U.S. advertising company with which Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: ¥58,967.1 million) has maintained capital and business relationships, merged with Publicis Groupe S.A. (“Publicis”), a leading communications group in Europe, on September 24, 2002, U.S. time. In connection with this merger, Dentsu has acquired 15% of the total voting rights attached to Publicis’ shares, and Publicis has become one of the Company’s affiliates accounted for by the equity method.

For the purpose of acquiring Publicis shares, Dentsu made an additional equity investment of approximately U.S.\$499 million in Bcom3, whereupon the shares held by the Company in Bcom3 were exchanged for Publicis shares, ORA (obligations redeemable in Publicis shares) and OBSA (notes with warrants to purchase Publicis shares).

For accounting purposes, Dentsu is deemed in the above transaction to have sold Bcom3 shares held by it to Publicis and, as a result, the Company will realize a gain on the sale of Bcom3 shares as extraordinary income during the first half of the current fiscal year. On a non-consolidated basis, such extraordinary income will amount to approximately ¥35.6 billion (at an exchange rate of ¥120.74 = EUR 1, September 24, 2002), and income before income taxes for the same period will accordingly increase by

this amount. On a consolidated basis, such extraordinary income will amount to approximately ¥35.6 billion (at an exchange rate of ¥120.74 = EUR 1, September 24, 2002), and income before income taxes and minority interests for the same period will also increase by this amount.

The amount of the impact of this transaction on the equity in income/loss of affiliates for the current fiscal year will be determined within this fiscal year.

The total amount of Dentsu's investments (including initial investment) in Bcom3 is approximately ¥115 billion, and the acquisition cost of the Publicis shares acquired by the Company in the above transaction is EUR 30.5 per share. Dentsu is currently subject to unrealized loss on Publicis shares held by it due to their depressed market price and, depending upon their future market price, it may be necessary for the Company to realize devaluation loss on such shares. Their market price on September 24 was EUR 18.20 per share.

Dentsu will expeditiously announce amendments to the projection, announced on May 15, 2002, of its results of operations for the year ending March 31, 2003, taking into account the extraordinary income referred to above.

### **Outline of Bcom3**

- Corporate Name: Bcom3 Group, Inc.
- Representative: Roger A. Haupt
- Headquarters: Chicago, U.S.A.
- Year of Incorporation: 2000 (resulting from the merger between Leo Group and MacManus Group)
- Principal Business: Advertising
- End of Fiscal Year: December
- Number of Employees: Approximately 18,000 on a consolidated basis
- Paid-in Capital: U.S.\$43 thousand (at December 31, 2001)
- Number of Shares Held by the Company: 4,284,248 shares (at December 31, 2001)
- Percentage of Voting Rights Held by the Company: 21.9% (at December 31, 2001)

## Outline of Publicis

- Corporate Name: Publicis Groupe S.A.
- Representative: Maurice Lévy
- Headquarters: Paris, France
- Year of Incorporation: 1926
- Principal Business: Advertising
- End of Fiscal Year: December
- Number of Employees: Approximately 20,000 on a consolidated basis
- Paid-in Capital: EUR 56 million (at December 31, 2001)
- Number of Shares Acquired by the Company: 28,691,075 shares
- Percentage of Voting Rights Held by the Company: 15%

Note: All financial information presented in this announcement is given in accordance with accounting principles generally accepted in Japan.

#####