

PUBLICIS GROUPE SA
Form F-6/A
June 25, 2012

As filed with the United States Securities and Exchange Commission on June 25 , 2012

333-182188

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

PRE-EFFECTIVE AMENDMENT NO. 1 TO FORM F-6
REGISTRATION STATEMENT
UNDER
THE SECURITIES ACT OF 1933 FOR AMERICAN DEPOSITARY SHARES EVIDENCED BY
AMERICAN DEPOSITARY RECEIPTS

Publicis Groupe S.A.
(Exact name of issuer of deposited securities as specified in its charter)

N/A
(Translation of issuer's name into English)

France
(Jurisdiction of incorporation or organization of issuer)

DEUTSCHE BANK TRUST COMPANY AMERICAS
(Exact name of depositary as specified in its charter)

60 Wall Street
New York, New York 10005
(212) 250-9100
(Address, including zip code, and telephone number, including area code, of depositary's principal executive offices)

MMS USA Holdings Inc.
41 Madison Avenue
New York, New York 10010
(212) 350-7964
(Address, including zip code, and telephone number, including area code, of agent for service)

Copies to:

Deutsche Bank Trust Company Americas
60 Wall Street
New York, New York 10005
(212) 250-9100

It is proposed that this filing become effective under Rule 466: o immediately upon filing.
 o on (Date) at (Time)

If a separate registration statement has been filed to register the deposited shares, check the following box: o

CALCULATION OF REGISTRATION FEE

| Title of Each Class of Securities to be Registered | Amount to be Registered | Proposed Maximum Aggregate Price Per Unit* | Proposed Maximum Aggregate Offering Price** | Amount of Registration Fee |
|--|-------------------------|--|---|----------------------------|
| American Depositary Shares evidenced by American Depositary Receipts, each American Depositary Share representing one-half of one ordinary share of Publicis Groupe S.A. | n/a | n/a | n/a | n/a |

*Each unit represents one American Depositary Share.

**Estimated solely for the purpose of calculating the registration fee. Pursuant to Rule 457(k), such estimate is computed on the basis of the maximum aggregate fees or charges to be imposed in connection with the issuance of receipts evidencing American Depositary Shares.

The Registrant hereby amends this Registration Statement on such date or dates as may be necessary to delay its effective date until the Registrant shall file a further amendment which specifically states that this Registration Statement shall thereafter become effective in accordance with Section 8(a) of the Securities Act of 1933, as amended, or until this Registration Statement shall become effective on such date as the Commission, acting pursuant to said Section 8(a), may determine.

This Pre-Effective Amendment to Registration Statement on Form F-6 may be executed in any number of counterparts, each of which shall be deemed an original, and all of such counterparts together shall constitute one and the same instrument.

PART I

INFORMATION REQUIRED IN PROSPECTUS

PROSPECTUS

The Prospectus consists of the proposed form of American Depositary Receipt, included as Exhibit A to the Deposit Agreement filed as Exhibit (a) to this Pre-Effective Amendment to Registration Statement on Form F-6 and incorporated herein by reference.

Item 1. DESCRIPTION OF SECURITIES TO BE REGISTERED

CROSS REFERENCE SHEET

| Item Number and Caption | | Location in Form of American Depositary Receipt ("Receipt") Filed Herewith as Prospectus |
|-------------------------|---|--|
| 1. | Name of depositary and address of its principal executive office | Face of Receipt, Introductory article and bottom center |
| 2. | Title of Receipts and identity of deposited securities | Face of Receipt, Top center |
| Terms of Deposit: | | |
| (i) | The amount of deposited securities represented by one American Depositary Share | Face of Receipt, Upper right corner |
| (ii) | The procedure for voting, if any, the deposited securities | Articles (15), (16) and (18) |
| (iii) | The collection and distribution of dividends | Articles (4), (12), (13), (15) and (18) |
| (iv) | The transmission of notices, reports and proxy soliciting material | Articles (11), (15), (16) and (18) |
| (v) | The sale or exercise of rights | Articles (13), (14), (15) and (18) |
| (vi) | The deposit or sale of securities resulting from dividends, splits or plans of reorganization | Articles (12), (13), (15), (17) and (18) |
| (vii) | Amendment, extension or termination of the deposit arrangements | Articles (20) and (21) (no provision for extensions) |
| (viii) | Rights of holders of Receipts to inspect the transfer books of the | Article (11) |

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depository and the list of holders of
Receipts

- | | | |
|------|--|--|
| (ix) | Restrictions upon the right to deposit or withdraw the underlying securities | Articles (2), (3), (4), (5), (6), (8) and (22) |
| (x) | Limitation upon the liability of the depository | Articles (14), (18), (19) and (21) |
| 3. | Fees and charges which may be imposed directly or indirectly against holders of Receipts | Articles (7) and (8) |
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Item 2. AVAILABLE INFORMATION

Article (11)

(a) As set forth in Article (11) of the Form of Receipt constituting the prospectus included herein, Publicis Groupe S.A. publishes information in English required to maintain the exemption from registration under Rule 12g3-2(b) under the Securities Exchange Act of 1934, as amended (the "Securities Exchange Act of 1934") on its Internet Web site (<http://www.publicis.com>) or through an electronic information delivery system generally available to the public in its primary trading market.

PART II

INFORMATION NOT REQUIRED IN PROSPECTUS

Item 3.

EXHIBITS

- (a) Form of Third Amended and Restated Deposit Agreement, dated as of June 29, 2012, by and among Publicis Groupe S.A., Deutsche Bank Trust Company Americas, as depositary (the "Depositary"), and all Holders from time to time of American Depositary Shares evidenced by American Depositary Receipts issued thereunder (including the form of American Depositary Receipt to be issued thereunder, attached as Exhibit A thereto). – Filed herewith as Exhibit (a).
- (b) Any other agreement to which the Depositary is a party relating to the issuance of the American Depositary Shares registered hereunder or the custody of the deposited securities represented thereby. – Not Applicable.
- (c) Every material contract relating to the deposited securities between the Depositary and the Company in effect at any time within the last three years. – Not Applicable.
- (d) Opinion of counsel to the Depositary as to the legality of the securities being registered. – Previously filed.
- (e) Certification under Rule 466. – Not Applicable.
- (f) Powers of Attorney for certain officers and directors and the authorized representative of the Company. – Set forth on the signature pages hereto.

Item 4.

UNDERTAKINGS

- (a) The Depositary hereby undertakes to make available at the principal office of the Depositary in the United States, for inspection by holders of the American Depositary Receipts, any reports and communications received from the issuer of the deposited securities which are both (1) received by the Depositary as the holder of the deposited securities and (2) made generally available to the holders of the underlying securities by the issuer.
- (b) If the amounts of fees charged are not disclosed in the prospectus, the Depositary undertakes to prepare a separate document stating the amount of any fee charged and describing the service for which it is charged and to deliver promptly a copy of such fee schedule without charge to anyone upon request. The Depositary undertakes to notify each registered holder of an American Depositary Receipt 30 days before any change in the fee schedule.

SIGNATURES

Pursuant to the requirements of the Securities Act of 1933, as amended, Deutsche Bank Trust Company Americas, on behalf of the legal entity created by the Deposit Agreement, by and among Publicis Groupe S.A., Deutsche Bank Trust Company Americas, as depositary, and all Holders from time to time of American Depositary Shares evidenced by American Depositary Receipts issued thereunder, certifies that it has reasonable grounds to believe that all the requirements for filing on Form F-6 are met and has duly caused this Pre-Effective Amendment to Registration Statement on Form F-6 to be signed on its behalf by the undersigned, thereunto duly authorized, in the City of New York, State of New York, on June 25 , 2012.

Legal entity created by the Deposit Agreement for the issuance of American Depositary Receipts evidencing American Depositary Shares, each representing one-half of one ordinary share of Publicis Groupe S.A.

Deutsche Bank Trust Company Americas,
solely in its capacity as Depositary

By:/s/ James Kelly
Name: James Kelly
Title: Vice President

By:/s/ Christopher Konopelko
Name: Christopher Konopelko
Title: Director

SIGNATURES

Pursuant to the requirements of the Securities Act of 1933, as amended, Publicis Groupe S.A. certifies that it has reasonable grounds to believe that all the requirements for filing on Form F-6 are met and has duly caused this registration statement or amendment to be signed on its behalf by the undersigned, thereunto duly authorized, in France on June 18, 2012.

Publicis Groupe S.A.

By: /s/ Maurice Levy

Name: Maurice Levy

Title: Chief Executive Officer

Know all persons by these presents that each person whose signature appears below constitutes and appoints Maurice Levy his or her true lawful attorney-in-fact and agent with full and several power of substitution and resubstitution for and in his or her name, place and stead, in any and all capacities, to sign any and all amendments, including post-effective amendments and supplements to this registration statement and any registration statements pursuant to Rule 462(b) under the Securities Act of 1933, as amended, relating thereto, and to file the same, with all exhibits thereto and other documents in connection therewith, with the Securities and Exchange Commission, granting unto said attorney-in-fact and agent full power and authority to do and perform each and every act and thing requisite and necessary to be done in and about the premises, as fully to all intents and purposes as they or he or she might or could do in person, hereby ratifying and confirming all that said attorney-in-fact and agent, or their substitute or substitutes, may lawfully do or cause to be done by virtue hereof.

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Pursuant to the requirements of the Securities Act of 1933, as amended, this registration statement or amendment has been signed by the following persons in the capacities indicated on June 18, 2012.

| Signatures | Capacity |
|--|--|
| /s/ Maurice Levy Maurice Levy | Chief Executive Officer and Chairman of the Management Board |
| /s/ Jean-Yves Naouri Jean-Yves Naouri | Chief Operating Officer and member of the Management Board |
| /s/ Jean-Michel Etienne Jean-Michel Etienne | Chief Financial Officer and member of the Management Board (principal financial and accounting officer) |
| Kevin Roberts | Member of the Management Board |
| Jack Klues | Member of the Management Board |
| /s/ John R. Betley John R. Betley, President, MMS USA Holdings, Inc. | Authorized Representative in the United States |

INDEX TO EXHIBITS

Exhibit Number

(a) Form of Deposit Agreement