

## PRESS RELEASE

### Press release LBi International N.V.

**Amsterdam (the Netherlands), 8 November 2012** – With reference to the joint press releases by LBi International N.V. and Publicis Groupe S.A. dated 20 September 2012 and 9 October 2012, LBi International N.V. (NYSE Euronext symbol: LBI), Europe's largest independent marketing and technology agency, announces that it calls an Extraordinary General Meeting of Shareholders in connection with the Intended Recommended Public Cash Offer for all the issued and outstanding shares of LBi.

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This is a press release by LBi International N.V. ("**LBi**") pursuant to the provisions of Article 5:25i of the Dutch Act on the Financial Supervision (*Wet op het financieel toezicht*) and Article 4, paragraph 3 of the Dutch Public Takeover Decree (*Besluit openbare biedingen Wft*), in connection with the intended recommended public offer by Publicis Groupe S.A. ("**Publicis Groupe**"), through its indirectly wholly owned subsidiary, Publicis Groupe Holdings B.V., for all the issued and outstanding shares in the capital of LBi.

This press release does not constitute or form part of an offer for ordinary shares in LBi. It is an announcement that an extraordinary general meeting of shareholders of LBi International N.V. has been called.

The information in this press release is not intended to be complete and for further information explicit reference is made to the offer document, which is expected to be published around the second half of November 2012, after approval of the Dutch Authority for the Financial Markets (*Stichting Autoriteit Financiële Markten*).

This press release may not be published, distributed, disseminated or otherwise sent into Japan or Canada.

#### **Extraordinary general meeting of shareholders**

An extraordinary general meeting of shareholders of LBi International N.V. has been called to be held on 20 December 2012, 15:00 hours CET, at Hilton Hotel, Apollolaan 138, 1077 BG Amsterdam, the Netherlands (the "**EGM**"). LBi has made the agenda of and the explanatory notes to the EGM available on its website ([www.LBi.com](http://www.LBi.com)).

#### **About LBi**

LBi International N.V. (NYSE Euronext Amsterdam: LBI) is Europe's largest independent marketing and technology agency. We have operations in 16 countries and a staff of approximately 2,200 experts, who blend insight, media, creativity and technical expertise to create value for leading brands. We help companies of all shapes and sizes decide what's next for their business - and then we take them there. We define and execute transformational digital strategies for clients active in a wide variety of businesses.

There are many things that make LBi unique, but if we had to choose one it would be our ability to bring together diverse teams of experts to suit any brief. We call this blending, and it's the reason why all types of organisations - from famous global businesses to disruptive start-ups - choose LBi to help make their brands desirable wherever, whenever and however people choose to engage with them.

For more information, visit [www.LBi.com](http://www.LBi.com)

#### **Contacts**

Luke Taylor, CEO, LBi International N.V.

+44 20 7063 6465, [luke.taylor@LBi.com](mailto:luke.taylor@LBi.com)

Huib Wezenberg, CFO, LBi International N.V.  
+31 20 460 4500, [huub.wezenberg@LBi.com](mailto:huub.wezenberg@LBi.com)

LBi International N.V.  
Joop Geesinkweg 209 | 1096 AV Amsterdam | The Netherlands  
P.O. Box 94829 | 1090 GV Amsterdam | The Netherlands  
Company registration no. 30277334