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Press release

HAVAS REDEEMED ITS OCEANE BONDS ON JANUARY 2, 2009
(Havas bonds convertible and/or exchangeable for new or existing Havas shares)
(HAVAS400C – ISIN code FR0000188476)

Havas redeemed its OCEANE bonds (bonds convertible and/or exchangeable for new or existing Havas shares) outstanding on January 2, 2009. The issuance agreement was approved by the AMF (*Autorité des Marchés Financiers*) – the then *Commission des Opérations de Bourse* - in prospectus No. 02-533 dated May 13, 2002.

The bonds were redeemed for a consideration corresponding to their par value and coupon accrued since the last interest payment. The redemption price was €11.18 per bond (€10.75 plus a coupon of €0.43), i.e. a total redemption cost of approximately €450 million.

Havas CEO Fernando Rodés Vilà declared *"The Group's efficient management and good results have enabled us to put our OCEANE debt behind us by redeeming it at maturity and without difficulty. Our financial structure is solid and now makes Havas one of the least indebted groups in the sector"*.

About Havas

Havas (Euronext Paris: HAV.PA) is a global advertising and communications services group. Headquartered in Paris, Havas operates through its two worldwide networks, Euro RSCG Worldwide and Havas Media, which are headquartered in New York and Barcelona respectively, and through a number of independent agencies renowned for their creativity, such as Arnold Worldwide Partners. A multicultural and decentralized Group, Havas is present in more than 75 countries through its networks of agencies and contractual affiliations. The Group offers a broad range of communications services, including traditional advertising, direct marketing, media planning and buying, corporate communications, sales promotion, design, human resources, sports marketing, multimedia interactive communications and public relations. Havas employs approximately 14,400 people.

Further information about Havas is available on the company's website: www.havas.com

Forward-Looking Information

This document contains certain forward-looking statements which speak only as of the date on which they are made. Forward looking statements relate to projections, anticipated events or trends, future plans and strategies, and reflect Havas' current views about future events. They are therefore subject to inherent risks and uncertainties that may cause Havas' actual results to differ materially from those expressed in any forward-looking statement. Factors that could cause actual results to differ materially from expected results include changes in the global economic environment or in the business environment, and in factors such as competition and market regulation. For more information regarding risk factors relevant to Havas, please see Havas' filings with the *Autorité des Marchés Financiers* (documents in French) and, up to October 2006, with the U.S. Securities and Exchange Commission (documents in English only). Havas does not intend, and disclaims any duty or obligation, to update or revise any forward-looking statements contained in this document to reflect new information, future events or otherwise.

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