

PRESS RELEASE**Strong recovery in organic growth in Q4 2009: -4.4%**

- ▶ **Annual revenue for 2009 of €1,441 million, down 8.1% unadjusted. 2009 organic growth of -7.9% for the full year.**
- ▶ **Organic growth recovers from -9.2% for the first nine months of 2009 to -4.4% in the 4th quarter.**
- ▶ **Net New Business¹ remains robust at €1,270 million.**

1. GENERAL COMMENTS

Group full-year revenue for 2009 was €1,441 million, down 8.1% unadjusted on 2008.

A negative exchange rate impact on revenue of €8 million resulted from the weakening of certain currencies, sterling in particular, which a stronger US dollar was unable to offset.

The digital business continues to expand its contribution to Group revenue. With no significant acquisition over the period, digital increased its share of revenue from 9% in 2006 to over 16% in 2009 and will have more than doubled in 2010 to almost 20% of Group revenue. This year saw a number of new account wins for digital: IBM recently appointed Euro RSCG 4D its global digital agency, Heineken USA awarded its national digital business to Euro RSCG New York, EDF picked Havas Energy for digital duties in France, Embratel and Lan Chile are now working with Havas Media in Latin America and Tata with Havas Media in South East Asia. In media, our digital expertise has proved key to winning integrated global pitches (online/offline) such as Hyundai Kia or Reckitt Benckiser.

Health communication also reported positive growth over the year as a whole, as did the media and corporate communication businesses, which for the first time in the year returned to positive figures in 4th quarter 2009.

Q4 2009 revenue was €415 million with organic growth of -4.4%. This marks a significant improvement over the first three quarters of 2009:

Q1 2009	Q2 2009	Q3 2009	Q4 2009
-8.4%	-9.8%	-9.3%	-4.4%

Revenue for Q4 and full-year 2009 by region breaks down as follows:

Revenue (in €M)	Q4 2009	Organic Growth	FY 2009	Organic Growth
EUROPE	243	-7.3%	828	-8.6%
of which				
France	97	-1.9%	326	-3.7%
UK	42	-14.3%	164	-11.6%
Rest of Europe	104	-9.0%	337	-11.5%
NORTH AMERICA	118	-0.7%	458	-7.5%
REST OF THE WORLD	54	4.0%	155	-4.8%
of which				
Asia Pacific	20	-1.3%	63	-14.2%
Latin America	34	6.4%	93	1.1%
TOTAL	415	-4.4%	1 441	-7.9%

A number of regions made significant progress in the 4th quarter of 2009: France with a drop in revenue limited to -1.9%, after -8.4% in the 3rd quarter; North America, which succeeded in maintaining revenue at the level of Q4 2008; Asia-Pacific with a modest drop of just -1.3%; Latin America, which made up the growth lost in Q3 2009.

Highlights by region:

Europe:

France posted organic growth of -1.9% in Q4 2009, a marked improvement on the Q3 2009 figure of -8.4%, largely thanks to a very strong performance from the media business. A series of new account wins, including La Poste, Monoprix, EDF, Peugeot and Banques Populaires, cushioned the impact of losing the Carrefour account.

The UK market is still suffering from the effects of the crisis. Our agencies' performances are being penalized by the steep reduction in advertising spending in the UK. In contrast, Germany, Portugal, Italy, Poland, the Netherlands and Greece all reported positive organic growth in the 4th quarter of 2009.

North America:

In both the USA and Canada, the Group saw a significant improvement in revenue with organic growth recovering from -7.8% in Q3 2009 to -0.7% in Q4 2009.

Latin America:

The 4th quarter of 2009 marked a return to positive growth (+6.4%) across the region as a whole, driven by very good results from Brazil and recovery in Mexico and Argentina.

Asia-Pacific:

The media businesses performed very strongly, fuelling a marked recovery in the region to end the year virtually at breakeven (-1.3%).

2. NET NEW BUSINESS¹

Net new business¹ for 2009 remained robust at €1,270 million.

Some of the most significant account wins of the year include: **Hyundai Kia** (Havas Media), **Reckitt Benckiser** (MPG), **Credit Suisse** (Euro RSCG London), **AkzoNobel's Dulux** (Euro RSCG London) and the **Israel Tourist Office** (MPG International) worldwide; **AXA** in the UK and United Arab Emirates (Havas Media), **Symantec** in 6 Asia-Pacific countries (MPG Singapore), **Heineken** in the US (Euro RSCG New York), **Coty** in France (Havas Media France) and **Nova Schin** in Brazil (Euro RSCG Brazil).

The year also brought a number of new account wins in digital, some of the most significant of which were:

IBM (Euro RSCG 4D) worldwide, **EDF** (Euro RSCG C&O) worldwide, **Heineken** (Euro RSCG New York), **Lacoste** (Euro RSCG New York) and **Sprint** (Euro RSCG Chicago) in the US, **Embratel** (Havas Media Brazil), **Lan Chile** (Havas Media LATAM) and **Tata** (Havas Media Singapore). Euro RSCG was also appointed to **Unilever's** first ever global digital roster.

(See Annex 1 for the list of main new accounts won).

3. CALENDAR

The 2009 annual results will be published on March 23rd, 2010 after the markets close.

4. MAIN AWARDS

The Group took a rich tally of awards in 2009:

Euro RSCG featured second in the Agency A-List published annually by *Advertising Age*.

Campaign ranked **Euro RSCG Worldwide** the runner-up for Advertising Network of the Year.

Magazine *MM&M* voted **Euro RSCG Life** healthcare communication network of the year.

Euro RSCG Worldwide was rated leading advertising network in terms of volume of international accounts for the fourth year running, according to the Global Marketers Report published by US magazine *Advertising Age*.

Readers of *Adweek* voted **Euro RSCG** one of the top three agencies of the decade, and the magazine also ranked **Arnold Boston's** campaign for American Legacy/Truth as Campaign of the Decade.

Media Magazine picked out **MPG USA** as its Agency of the Year 2009.

Media Contacts Spain was named Best Online Media Agency at the Interaction Awards in May. At the Philippines Ad Congress Araw Awards, **Media Contacts Philippines** was voted Agency of the Year.

At the IAB Chile, **Havas Digital** won the Best Interactive Media Agency award.

MPG Spain received the Agency of the Year award from *Control Magazine* and was ranked Most Effective Agency at the Premios Eficacia awards.

The Bizz Awards USA, held in October, singled out **MPG Argentina** as one of the Most Inspirational Companies in Argentina.

At the “Agences de l’Année” Grand Prix, **Euro RSCG Europe** was hailed as European Communications Group of the Year.

At the Media Magazine Agencies of the Year awards, **Euro RSCG Singapore** was voted South East Asia Office of the Year.

CB News ranked **BETC Euro RSCG** Creative Agency of the Year for the twelfth time in sixteen years, and **H** was chosen as Radio Agency of the Year.

The Big Won Report 2009 placed **Euro RSCG Worldwide** tenth in the world network rankings; **Euro RSCG Spain** is the second most awarded agency in Spain; **Euro RSCG Prague** is the most awarded agency in the Czech Republic and **Euro RSCG 4D Amsterdam** the most awarded in the Netherlands.

In the 2009 Gunn Report, **Euro RSCG Worldwide** is the eleventh most awarded network and **BETC Euro RSCG** the twenty-first most awarded agency in the world and one of the ten agencies to have featured in the Gunn Report for seven years in a row.

Rollerbabies, the huge viral hit created by **BETC Euro RSCG** for Evian, has gone global. *Time Magazine* named it Top TV Ad of the Year and *The Wall Street Journal* voted it one of the best three ads of the year even though the ad was never screened on US TV channels.

In the latest CREMA creative rankings, **Euro RSCG Spain** was ranked 10th most creative Ibero-American agency.

ANNEX 1 – NEW BUSINESS 2009

HAVAS WORLDWIDE



HAVAS MEDIA



ANNEX 2. CREATIVE AWARDS IN THE 4th QUARTER OF 2009

At the Epica awards, **Euro RSCG Worldwide** carried off a Grand Prix Epica d'Or (**Euro RSCG Dusseldorf**) and six Golds, making it the most awarded network, and **BETC Euro RSCG** was the second most awarded European agency.

BETC Euro RSCG also ranked as the second European Agency of the Year at the Eurobest awards, scooping a Grand Prix, two Silvers and two Bronze awards. Eurobest also awarded **Euro RSCG Zurich** a Grand Prix and two Silvers. More awards went to: **H** (a Silver), **Euro RSCG Spain** (a Silver and a Bronze), **Arena BLM** (a Silver and a Bronze), **Euro RSCG 4D Amsterdam** (a Bronze) and **Euro RSCG Dusseldorf** (a Bronze).

The Cresta Awards Grand Prix went to **Euro RSCG Singapore** for Nikon and the following agencies all took the top award in at least one category: **BETC Euro RSCG**, **Euro RSCG Life Shanghai**, **Euro RSCG Spain**, **Euro RSCG Dusseldorf** and **Arnold Boston**.

Havas Sports & Entertainment Buenos Aires took Gold for Coca-Cola at the Effies Argentina and **Euro RSCG Vienna** took Silver at the Effies Austria. **Euro RSCG Santiago/Arena**, **Arena/Lattitud** and **MPG Chile** all won Gold at the Effies Chile. At the Effies France, **H** won in the automobile category for Citroën, **Leg** in the services category for SFR and **BETC Euro RSCG** in the culture and leisure category for La Française des Jeux.

The Golden Drum competition awarded a Grand Prix in Film to **Euro RSCG Prague** for National Museum and a Grand Prix in Digital to **BETC Euro RSCG** for Evian.

At the Clio Healthcare Awards in November, **Euro RSCG Tonic** was awarded a Bronze and **Euro RSCG LM&P Chicago** two Bronzes.

At the B2B Marketing Awards in the UK, **MPG International** took the Grand Prix in the Campaign of the Year category.

During the El Ojo de Iberoamerica Latin American festival, **Media Contacts Brazil** won Gold while **Havas Sports & Entertainment** and **Euro RSCG Buenos Aires** took a Bronze apiece.

Several of our agencies were awarded at the LIAA: **BETC Euro RSCG** won three Golds and a Silver; **Euro RSCG Milan** a Silver; **Euro RSCG New York** two Silvers and five Bronzes and **Arnold Boston** two Bronzes.

At the Cristal Festival Europe, the Grand Cristal trophy was awarded to **BETC Euro RSCG** for "The Closet" for Canal+. The agency also took home four Grand Cristal France awards: two for Canal+, one for Petit Bateau and one for Evian.

The Direct Marketing Awards in the UK awarded **EHS Brann** a Gold and a Silver and **AIS** a Silver.

Finally, in December **Euro RSCG SWJ Dallas** won an Emmy Award for its CNBC campaign.

About Havas

Havas (Euronext Paris: HAV.PA) is a global advertising and communications services group. Headquartered in Paris, Havas operates through its two Business Units (the term « Business Unit » will from now on replace the term « Division »), Havas Worldwide and Havas Media, in order to optimize synergies and further reinforce Havas's position as the most integrated of all of the major holding companies. Havas Worldwide incorporates the Euro RSCG Worldwide network as well as agencies with strong local identities: Arnold in the USA, the UK and Italy, H and W&Cie in France, Palm+Havas in Canada... Havas Media incorporates the MPG, Arena, Havas Sports & Entertainment and Havas Digital networks. 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 14,700 people.

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

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(1) Net New Business

Net new business represents the estimated annual advertising budgets for new business wins (which includes new clients, clients retained after a competitive review, and new product or brand expansions for existing clients) less the estimated annual advertising budgets for lost accounts. Havas' management uses net new business as a measurement of the effectiveness of its client development and retention efforts. Net new business is not an accurate predictor of future revenues, since what constitutes new business or lost business is subject to differing judgments, the amounts associated with individual business wins and losses depend on estimated client budgets, clients may not spend as much as they budget, the timing of budgeted expenditures is uncertain, and the amount of budgeted expenditures that translate into revenues depends on the nature of the expenditures and the applicable fee structures. In addition, Havas' guidelines for determining the amount of new business wins and lost business may differ from those employed by other companies.

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