

PRESS RELEASE

Q1 2010 revenue: Havas returns to growth

- ▶ **Positive organic growth: +1.5% in Q1 2010 compared with -8.4% in Q1 2009**
- ▶ **Revenue: €329 million in Q1 2010 vs €325 million in Q1 2009, i.e. +1.4%**
- ▶ **Growth achieved by all regions**
- ▶ **Strong Net New Business¹: €574 million**

1. GENERAL COMMENTS

Revenue in Q1 2010 totaled €329 million, i.e. a gross increase of +1.4% on Q1 2009.

On a like-for-like basis, organic growth was positive at +1.5% in Q1 2010, compared with the -8.4% posted for Q1 2009.

Net new business remained strong in the first quarter, totaling €574 million.

The Group's key performance indicators are in line with expectations for Q1 2010.

2. REVENUE AND ORGANIC GROWTH BY REGION:

Revenue (in €M)	Q1 2009	Q1 2010	Organic Growth (%)	Q1 2009	Q1 2010
EUROPE	181	179	EUROPE	-7.6%	-3.0%
of which			of which		
France	70	70	France	-6.1%	+0.5%
UK	40	41	UK	-1.6%	-1.5%
Rest of Europe	71	68	Rest of Europe	-11.9%	-7.2%
NORTH AMERICA	115	114	NORTH AMERICA	-9.2%	+5.2%
REST OF THE WORLD	29	36	REST OF THE WORLD	-12.6%	+15.1%
of which			of which		
Asia Pacific	14	15	Asia Pacific	-24.7%	+4.4%
Latin America	15	21	Latin America	-2.5%	+24.4%
TOTAL	325	329	TOTAL	-8.4%	+1.5%

EUROPE

France returned to positive organic growth of +0.5% in Q1 2010 compared with -6.1% in the first quarter of 2009. This was largely driven by its media activities.

Contrasting levels of performance in the United Kingdom produced slightly negative growth overall (-1.5%). Advertising progressed very well. Media activities remained stable.

The situation improved in the Rest of Europe, but remained difficult in Spain and in certain eastern European countries.

NORTH AMERICA

With growth of +5.2% in Q1 2010, there was a significant turnaround in this region which had posted negative growth (-9.2%) for the corresponding period in 2009. Growth was driven by strong overall performance in all activities, and especially by the Euro RSCG network most notably in advertising, healthcare and corporate communications.

LATIN AMERICA

Latin America continued to post strong organic growth (+24.4% in Q1 2010) thanks to the excellent performance of media activities throughout the region and especially advertising in Brazil.

ASIA PACIFIC

Q1 2010 saw the return of positive organic growth (+4.4%), driven largely by the good results achieved in the media and marketing businesses in China, India and Singapore.

3. NEW BUSINESS NET¹

We continued the dynamic trend of new accounts awarded in Q1 2010 with net new business¹ totaling €574 million.

The following were among the most significant accounts won in the first quarter of 2010:

Credit Suisse, who awarded us their global recruitment advertising account (Euro RSCG), **Heineken's** digital business in North America (Euro RSCG), **Comet** (Euro RSCG London), one of the biggest electronics retailers in the UK, **Lidl** (Young Euro RSCG) in Ireland, **Nike**

(Leg) in France, **Bupa** (Euro RSCG) in Saudi Arabia, **Panasonic**, **Mike's Hard Lemonade** and **Huntington Bank** in the USA (Arnold).

NBC Universal Theme Parks and the **Turkish** and **Austrian Tourist Boards** awarded us their accounts for Europe (MPG International), the **Red Driving School** in the UK (Arena BLM UK), **Merck**, **Casas GEO** and **SCA** in Mexico (Arena Mexico), **3Suisses** in France (Havas Media France), **PureCircle** and **Huntington** in the USA (MPG USA).

In the field of social networks, Euro RSCG has been appointed reference agency for **Havaianas** in the USA.

4. MAJOR AWARDS

During the first quarter of the year, Group agencies received awards at numerous international advertising festivals. The main awards were the following:

Medical Marketing & Media and *Adweek* magazines both named **Euro RSCG Life** the healthcare network of the year.

CB News ranked **BETC Euro RSCG** Creative Agency of the Year for the twelfth time in sixteen years.

At the Mobius international festival, **BETC Euro RSCG** received three Best of Show awards: in TV for "The Closet" (Canal+), in the print category for "Les Mois" (Petit Bateau) and in digital for "Rollerbabies" (Evian). Two other Havas agencies took Best of Show awards, **Arnold Boston** in the Outdoor category for Carnival Cruises (also awarded a Mobius) and **Euro RSCG 4D Düsseldorf** in Direct with "Transparent Man" for fiftyfifty magazine (the agency also received four Mobius awards for the same campaign). **BETC Euro RSCG** also took the Best Photo Award (Petit Bateau) and a total of six Mobius awards. **Euro RSCG 4D Amsterdam** won a Mobius for "From Sweden with love" (Volvo) in the Media category.

At the John Caples International Awards, **Euro RSCG Prague** received a Gold in the Print category for "Spaghetti" (Panzani) and a Silver in TV for "Munich" (National Museum). **Euro RSCG Sydney** won a Silver in Collateral media for "Wind Power" (Integral Energy).

At the 25th International Automobile Festival, **H** received a Grand Prix for "Shopping", the Citroën C3 campaign.

At the Internet Advertising Competition Awards, **Euro RSCG 4D Amsterdam** took three awards, two for Volvo and one for RaboBank.

Ads of the World granted a Gold in the Print category to **Euro RSCG Milan** for "Calendar" (Legambiente).

ER 4D Düsseldorf won the Best Ad/Best Idea category with "Transparent Man" (fiftyfifty magazine) at The Cup festival where the winners from AdFest (Asia), Fiap (Latin America), ADC Europe and Golden Drum were all competing.

At the Internationalist Awards for Media Innovation, the **MPG/Cake/AIS UK** team received a Gold for the "Green Britain Day" campaign for EDF, **MPG/Media Contacts** took a Silver for Volvo Twitter, and **MPG Italy**, **MPG USA** and **Cake UK** all won bronze awards.

5. CALENDAR

The Annual General Meeting of shareholders will be held on May 11, 2010 at 4 p.m. at the Group's headquarters in Suresnes.

ANNEX 1 – NEW BUSINESS IN Q1 2010

HAVAS WORLDWIDE



HAVAS MEDIA



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...

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 14,000 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.

(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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