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PRESS RELEASE

HAVAS CONSOLIDATES LEADING POSITION IN GLOBAL FINANCIAL PR WITH THE ACQUISITION OF TOP HONG KONG AGENCY PORDA

- Havas takes a leadership position in the Chinese and Hong Kong IPO markets.
- Chinese agency is fourth Havas acquisition in six months, after Turkey, India and United States.

Havas announced today that it has acquired a controlling stake in Hong Kong-based **Porda International Finance PR**, consolidating its leading global network of financial communications agencies and providing it with a preeminent position in the Chinese and Hong Kong IPO markets.

Under the terms of a strategic alliance signed today, the two companies will work together to develop Porda's existing leadership position in its markets and to generate opportunities within the Greater China region for clients of Havas's agency networks worldwide.

"Our agreement with Porda is further evidence of Havas's renewed commitment to an ambitious but astute expansion of its international networks," said **Vincent Bolloré**, Chairman of the Havas Board of Directors. In the last six months, Havas has announced key acquisitions in Turkey, with digital agency **Project House**, in India with online marketing agency **Acmic Interactive** and in the United States with **Congruent Media**.

The Havas group is already a major player in the Greater China market through its five regional and forty local Euro RSCG offices and its nine Havas Media offices spanning mainland China, Hong Kong and Taiwan. Euro RSCG Greater China offers integrated marketing communication solutions, including advertising, digital marketing, social media, media buying and the largest marketing services operations on the mainland. The group has over 800 full-time staff and 30,000 part-time staff working across the country. Havas Media, beyond its traditional buying and strategic planning services, is also present in this market in sports marketing and digital media.

Porda will also join AMO, the leading global network of strategic and financial communications consultancies founded in 2000 by three agencies within the Havas group, each a leader in its domestic market: The Abernathy MacGregor Group in New York, Maitland in London and Euro RSCG C&O in Paris. Today the AMO network comprises best-in-class agencies in key markets around the world.

"Hong Kong and China are the most exciting markets in financial communications today. Our alliance with Porda and its founding chairman James Chang will provide significant opportunities to develop new cross-border business among the financial communications agencies within the Havas group and in the AMO network," said **Stéphane Fouks**, founder of AMO and Executive Co-Chairman of Havas's largest agency network Euro RSCG Worldwide.

Hong Kong was the leading IPO market in 2009, and is firmly established as the world's premier fund-raising platform today, with 1,392 companies listed on the Hong Kong Stock Exchange as at the end of November 2010, up from 1,319 companies at the end of 2009. A total of HK\$345.9 billion was raised through IPOs in the first ten months of 2010, up 222% over the same period last year. In all, 85 companies were newly listed in the first eleven months of 2010, representing a growth of 57% over the same period last year.

"We are looking forward to working with the Havas group and with the AMO network worldwide. Our strategic alliance will provide a gateway for Chinese companies to venture into the international arena, as well as offering superior services to foreign companies looking to develop in the region," said **James Chang**, Founder and Chairman of Porda.

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, 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, etc. 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.

www.havas.com

About Porda

Porda, founded in 1997 by its chairman James Chang, is a specialist of the dynamic Hong Kong and Shanghai IPO markets, having successfully completed over 100 mandates to date. For the eleven months ended 30 November 2010, it handled the communications campaigns for 26 IPOs on the Hong Kong Stock Exchange, representing approximately 31% of the total new issues on the market. The company, which has a staff of over 80, is headquartered in Hong Kong, with offices in Beijing, Shanghai and Shenzhen servicing enterprises in the fast-growing Greater China region. It offers one-stop shop services in financial communications ranging from IPO communications, international roadshows, corporate communications, and investor and media relations to crisis management.

www.pordafinance.com.hk

About AMO

AMO is the leading global network of strategic and financial communications consultancies. Its 'best in class' philosophy brings together local market leaders with unrivalled knowledge of financial markets and cross-border transactions in the key financial centers of Europe, Asia and the Americas. Providing sophisticated communications counsel for M&A and capital market transactions, media relations, investor relations and corporate crises, AMO member firms have established relationships with many S&P 500, FTSE 100, DAX 30, SMI, CAC 40 and IBEX 35 companies. With more than 300 professionals operating globally for its clients, AMO is comprised of the following market-leading network members:

The Abernathy MacGregor Group in the US
Maitland in the UK
Euro RSCG C&O in France, Belgium and Dubai
Hering Schuppener Consulting in Germany
Llorente & Cuenca in Spain and Latin America
Hirzel.Neef.Schmid.Counselors in Switzerland
SPJ in the Netherlands
www.amo-global.com

Contacts :

Communication:

Lorella Gessa
Communications Director, Havas Group
Tel: +33 (0)1 58 47 90 36
lorella.gessa@havas.com

Relations Investisseurs:

Hervé Philippe
Chief Financial Officer, Havas Group
Directeur Général Délégué
Tel: +33 (0)1 58 47 91 23
relations.actionnaires@havas.com

Elsa Cardarelli
Director of Investor Relations, Havas Group
Tel: +33 (0)1 58 47 90 58
elsa.cardarelli@havas.com

2 allée de Longchamp 92281 Suresnes Cedex, France
Tel +33 (0) 1 58 47 90 00 Fax +33 (0) 1 58 47 99 99 www.havas.fr
SA au capital de 171 947 729,20 € 335 480 265 RCS Nanterre - APE 7311Z