



PRESS RELEASE

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HAVAS ACQUIRES HOST, AUSTRALIA'S TOP INDEPENDENT CREATIVE AGENCY

Havas announced today it has signed an agreement to acquire a majority stake in Host to further improve its operations in Asia Pacific following the acquisition of Hong-Kong based financial PR agency Porda last December.

Host, which will now be able to expand with the support of the Havas Worldwide network, will maintain its current name and continue to operate under the leadership of its existing management team. Terms of the transaction were not disclosed.

Founded in 2000 by Anthony Freedman, Host, Australia's largest independent agency, employs 120 professionals and works alongside two other complementary businesses: PR agency One Green Bean and brand incubator Rainy Day Industries.

Havas will benefit from Host's attractive client base that include icons such as Vodafone, Levi's and The Coca-Cola Company as well as forward thinking Australian companies including Bankwest, BT Financial Group and Sydney Water.

The Havas Group is already an established player in the Australian market through its four local offices: Euro RSCG Australia, the Red Agency, Arnold Furnace and Media Contacts Australia which offer integrated marketing communications solutions including advertising, digital, social media, healthcare and a full range of public relation services.

Havas Global CEO, **David Jones** said, *"It's a very strategic acquisition sitting at the intersection of creativity, digital and Asia-Pacific. They are Australia's largest independent agency, a brilliant creative agency, totally in line with our digital at the core model - over 30% of their revenue is digital - and after the acquisition of Porda it further increases the percentage of revenue coming from APAC".*

Host Founder and CEO, **Anthony Freedman** said, *"In 2010 we turned ten years old as the biggest independent agency in Australia. Reaching this milestone prompted reflection on what might lie ahead for the next ten years. When Havas approached us with the same enthusiasm and belief in our business as we have, we seemed to have found the answer to that question."*

This move is part of Havas's offensive phase which includes the acquisition of targeted agencies which set themselves apart by their forward looking thinking and their ability to innovate in order to anticipate client needs at this time of rapid evolution in the world of communications.

About Host

Host was established in 2000 and is Australia's largest independent agency.

Current clients include global icons such as Vodafone, Levi's and The Coca-Cola Company as well as forward thinking Australian companies including Bankwest, BT Financial Group and Sydney Water.

Host has a team of 120 people and works along side two other complementary businesses, PR agency One Green Bean and brand incubator Rainy Day Industries.

Since launching in 2000, Host has won numerous industry awards including AdNews Agency of the Year in 2008, AdNews Campaign of the Year in 2003 and 2005, B&T Sydney Agency of the Year in 2004 and B&T Integrated Agency of the Year in 2005. It was also the runner up in B&T Agency of the Decade in 2009.

In addition it has also one of a handful of agencies to have won a Titanium Lion and a Grand Prix at Cannes in 2005 and 2004 respectively.

Founder and CEO Anthony Freedman is also the current Chairman of peak industry body, The Communications Council.

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 and the UK, H and W&Cie in France... Havas Media incorporates the MPG, Arena Media, 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

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