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PRESS RELEASE

Havas strengthens Healthcare Leadership with MedMed China Deal

Strategic alliance announced with one of China's largest integrated healthcare communications agencies

Havas today announced a strategic alliance with MedMed Group – China's most prestigious integrated healthcare communications agency with market-leading expertise in the prescription space. MedMed provides high-quality customized marketing and brand promotion services for pharmaceutical enterprises in China – bridging communication between these companies and their clients – and are committed to promoting medical and healthcare development in the Chinese market.

The strategic alliance puts Havas in a leading position in the healthcare communications sector in China, with MedMed poised to collaborate with the existing healthcare agencies within the global Havas network. Havas is already a major player in the Healthcare communications sector with a presence on all continents through *Havas Worldwide Health*, *Euro RSCG Life* and *Health4Brands*. The network handles around 30 global brands such as Sanofi, Pfizer and Novartis, and was named *Network of the Year* by *Adweek*, *MM&M* and *MedAdNews* in the last 12 months.

David Jones, Global CEO Havas, commented "*China is home to one of the world's largest ageing populations and is an enormous market for the healthcare industry. MedMed trumps its competitors in sheer size, scale and expertise and creating this deal with them puts Havas into a leadership position in a priority growth market and sector. The strategic alliance with MedMed further improves our operations in Asia Pacific following the acquisitions of Australia's top independent creative agency Host and Hong-Kong based financial PR agency Porda, and most recently, the opening of Arnold Shanghai.*"

MedMed offers clients integrated marketing solutions across the medical science and healthcare fields. With almost 14 years history in mainland China, MedMed has grown to include over 260 healthcare marketers with offices in Beijing, Shanghai and Chengdu. Founder and CEO, Eddie Wang, will also serve as Chairman of the strategic alliance.

"*China's healthcare industry is booming and we were looking to build on our existing leadership position through a partnership that allows us to collaborate with top global healthcare companies and clients. We're looking forward to this next phase of growth for MedMed and Havas,*" said **Wang**.

China represents an important growth market for Havas, with the company's largest unit, Euro RSCG, experiencing significant momentum there over the past year – recently adding

Cialis creative AOR, five brands from domestic dairy giant Yili and doubling their digital operations last year with wins such as Citroën and Peugeot. The company also boasts the largest field marketing team in mainland China, with over 30,000 part-time employees providing extensive reach into tier 2 cities and beyond.

About MedMed Group

MedMed Group provides integrated marketing solutions for the medical and healthcare industry in China, including strategic brand planning, events design and management, health education, market research, creative graphic design, utilization of multi-media and new-media tools, medical journal publications, specialized and academic conferences and all varieties of annual conference planning. With over 260 specialized staff in mainland China, MedMed has branches in Shanghai, Beijing and Chengdu and has become one of China's largest and the most influential healthcare and medical marketing agencies. Key clients include Novartis, Bayer, Nestlé, GSK, Sanofi and Pfizer.

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, the Arnold micronetwork as well as agencies with strong local identities such as 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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