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PRESS RELEASE

Havas Takes Majority Stake in Singapore-based PR agency Siren-Communication

Havas announced it is taking a majority stake in Siren-Communication – a boutique Singapore-based PR agency that specializes in social media, digital PR and content generation. The company is being renamed Euro RSCG Siren.

This move further improves Havas' operations in Asia Pacific following the acquisitions of Australia's top independent creative agency **Host** and Hong-Kong based financial PR agency **Porda**, the opening of **Arnold Shanghai** and most recently, the strategic alliance with **MedMed**, one of China's largest integrated healthcare communications agencies.

David Jones, Global CEO Havas commented: "*We've talked about our desire to grow both our digital business and our presence in Asia and this is another strategic step in that direction that delivers on both criteria*".

The acquisition brings Euro RSCG Siren into the global Euro RSCG network, one of the world's top integrated creative agencies and ranked the largest agency by number of global brands for five years running by *Advertising Age**. Euro RSCG Siren will also become an integral part of the global Euro RSCG PR network – a best in class network known for their social media prowess.

Euro RSCG Siren partners with clients from a variety of sectors, such as IT, education, finance, logistics and lifestyle, including Brocade, Sophos, IDA Singapore, ESSEC Business School, RBS, Lion Global Investors, Atradius, ISC Global, and Frasers Centrepoint Malls.

Siren-Communication's founder, Karen Flynn, will serve as Managing Director of Euro RSCG Siren and brings over 20 years of PR experience to the role, with previous stints at Burson-Marsteller, Blue Communications and Manning Selvage & Lee.

"Bringing Karen and her team into the agency strengthens our integrated offering through their digital-savvy approach to PR. Their skills in content generation and new media will add great value to our clients' integrated marketing plans, and will be a fresh take on what PR can deliver," said **Matthew Fanshawe**, Managing Director, Euro RSCG Asia Pacific.

"Joining Euro RSCG is a strategic move for us – our combined strengths will offer clients the much needed edge in marketing communication particularly in the digital and consumer engagement space and opens the door to a number of global clients looking towards Asia for future growth," added **Karen Flynn**.

**Euro RSCG was named Largest Global Advertising Agency by number of accounts for the fifth year in a row in 2010 – Ad Age.*

Euro RSCG Singapore was named Agency of the Year for SE Asia in 2009 – Campaign Asia

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

About Euro RSCG Worldwide

Euro RSCG Worldwide, a leading integrated marketing communications agency and *Advertising Age's* and *Campaign's* 2006 Global Agency of the Year, is made up of 233 offices located in 75 countries throughout Europe, North America, Latin America, and Asia-Pacific. Euro RSCG provides advertising, marketing services, corporate communications, and interactive solutions to global, regional and local clients. The agency's client roster includes Air France, AMD, Bosch Home Appliances, Charles Schwab, Carlsberg, Citigroup, Danone Group, Chivas, IBM, Jaguar, Kraft Foods, Lacoste, PSA Peugeot Citroën, Reckitt Benckiser, sanofi-aventis, Schering-Plough and Unilever. Headquartered in New York, Euro RSCG Worldwide is the largest unit of Havas, a world leader in communications (Euronext Paris SA: HAV.PA).

Contacts

Communication:

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

Dalton Dorné
Regional Marketing Director, Euro RSCG Asia Pacific
Tel: +65 8168 4511
dalton.dorne@eurorscg.com

Investor Relations:

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