

Puteaux, June 18, 2012

HAVAS REPORTS THE SUCCESS OF ITS SHARE REPURCHASE TENDER OFFER (“OPRA”) AND ITS SIMPLIFIED OFFER (“OPAS”) TARGETING THE 2006/2013 BSAAR

AND BREAKS NEW GROUND WITH THE CREATION OF EUROPE’S 1ST GLOBAL COMMUNICATION VILLAGE IN PARIS

1. The Havas board of directors will meet tomorrow to be informed that the share repurchase tender offer targeting 51,729,602 HAVAS shares at a unit price of €4.90 proved extremely successful with shareholders, with 75% of the potential number of shares eligible being tendered for repurchase.

The simplified offer for redeemable warrants to subscribe to and/or acquire shares (BSAAR) 2006/2013 was also very well received: HAVAS purchased 32,663,372 BSAAR, representing more than 90% of the outstanding warrants eligible for tender under the terms of the simplified offer. The AMF published the results of the two offers today (n° 212C0779).

The decision to cancel the repurchased shares will be put to the Board of Directors at a meeting tomorrow. As a result the total number of shares making up the company’s share capital would stand at 382,058,706. The Board of Directors will also be asked to cancel the warrants purchased (BSAAR), which represented potential dilution of some 8% of the company’s share capital.

2. Looking to leverage the vast pool of talent now assembled on a single site – numbering over 2,200 communication professionals with the arrival of the teams from H on Monday, June 25 – Havas’s senior executives are crafting a new value proposition that involves a cross-disciplinary blend of strategic expertise and creative excellence for brands: the **Havas Village**.

This philosophy of bringing media and creative agencies together is one already pioneered by Havas in other parts of the world and takes on special significance in Paris, the historic headquarters of the Group founded in 1842 by Charles Havas, which then already encompassed the very different worlds of press, communications and advertising.

“As digital has broken down the borders between the different communication disciplines and technology is in the process of transforming the business models of so many sectors, our ambition is to bring together all of the strengths of these agencies and maximize the synergies between them so that we can offer our clients a powerful combination of creative excellence, scale, agility and innovation with our digital at the core model at the heart of all activities,” said David Jones, Global CEO Havas.

“This move is designed specifically to meet the needs of those brands looking for the most integrated offer that drives greater effectiveness and consistency.”

Vincent Bolloré and a senior management team will oversee the creation of the **Havas Village**, with leadership from Agathe Bousquet (C&O) on consulting, Christophe Lafarge (H) on advertising and Dominique Delport (Havas Media) on media together with the cross-disciplinary entities of the Village. François Laroze will oversee the central corporate functions and financial reporting.

Each of the existing agencies will retain its distinctive character and culture and continue to serve its clients and drive their growth. Simultaneously, they will work to create synergies between all the entities making up the **Havas Village**:

- The four key agencies (C&O, H, 360 and Havas Media);
- The five main cross-discipline structures (Havas Sports & Entertainment, Havas Events, Havas Productions, Havas Editions and Havas Publishing Services) will cluster around symbolic Village locations such as the “Havas Lab”, the “Broadcast Center” or the “Orange Digital Café”, created in partnership with one of the Group’s major clients.

The result will be a Havas Village that is both interconnected and open to the outside, as well as to other Group agencies in France such as **BETC**, **W&Cie** or **Leg**.

3. The Havas Village executives named above will meet twice a month with Global CEO David Jones and Vice-Presidents Yannick Bolloré, Stéphane Fouks and Jacques Séguéla, Hervé Philippe Directeur Général Délégué and Michel Dobkine General Secretary.

In uniting consulting, creativity, content and media with a digital core at the heart of every one of its areas of expertise, the **Havas Village** will offer something of a scale and capability unique to the European market.

Its overriding ambition will be simple: to make Havas in Paris the undisputed leader in innovative strategic and creative communication for leading French and international brands.

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' position as the most integrated of all of the major holding companies. Havas Worldwide incorporates the Euro RSCG Worldwide network (233 offices in 75 countries, including the Euro RSCG, Euro RSCG Life, Euro RSCG 4D and Euro RSCG WW PR brands), the Arnold micronetwork (16 agencies in 15 countries on 5 continents) as well as other agencies with strong local identities.

Havas Media operates in over 100 countries and 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 15,000 people. Further information about Havas is available on the company's website: www.havas.com

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