

Puteaux, July 9, 2012

Havas acquires Boondoggle, largest independent fully-integrated digital agency in Benelux

Havas announced today the acquisition of a majority stake in Boondoggle, the largest independent, fully integrated, digital agency in Benelux.

This move reinforces Havas's digital lead in Europe and strengthens its position in the Benelux region where it will become one of the Top 3 agencies.

Created in 2007, Boondoggle employs more than 120 digital and creative experts in its offices in Amsterdam and Leuven and offers fully integrated solutions to its blue-chip client roster that includes national and international leading brands such as Coca-Cola, Nike, Heinz Europe, Iglo Europe, Belgacom, Thomas Cook, Tiense Suiker, Belfius, Kinopolis, Delhaize and Rabobank International Direct Banking.

David Jones, Global CEO Havas commented: *"Boondoggle is a brilliant agency which combines first-class digital expertise with award-winning creative talent making it totally in line with our "digital at the core" model. They are not just one of the best agencies in Benelux, the work they are doing across digital, social and data is as good as anything I've seen anywhere in the world. We're very excited to have them join the group and look forward to delivering their expertise and ideas to our clients."*

Boondoggle has won numerous industry awards in recognition of its teams' outstanding talent and creativity. These include 11 Lions won at the *International Festival of Creativity in Cannes*, 10 *Eurobest awards* and 2 *One Show awards*. Boondoggle was also named Agency of the year in Belgium in 2010 by *Media Marketing*, Digital Agency of the year in Netherlands in 2011 at the *Spin Awards* and 3rd most creative digital agency worldwide in Cannes in 2009.

After the acquisition, Boondoggle will continue to operate under its current name and keep its current offices in Belgium and the Netherlands. The Boondoggle management team remains unchanged and continues to own a minority stake in the agency.

Pieter Goiris, CEO Boondoggle added: *"Joining one of the leading and most innovative international communications services group was the next and logical step for Boondoggle to achieve our ambitions for the years to come. David Jones' "digital at the core" vision for Havas is something we really share and believe in, and it will help us to further accelerate Boondoggle's business in a more international context."*

The acquisition of Boondoggle is part of Havas's strategy to target forward-thinking agencies which are recognized leaders in their markets and excel at innovation and creativity.

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

About Boondoggle

The agency was founded in 2000 and named Boondoggle in 2007. Boondoggle is the largest independent agency in Belgium and challenger and nominated best digital agency in the Dutch market.

Current clients include like Coca Cola, Nike, Heinz Europe, Iglo Europe, Belgacom, Thomas Cook, Belfius, Kinopolis, Delhaize and Rabobank International Direct Banking.

Boondoggle has a team of 120 professionals and won numerous industry awards including 11 Cannes lions, 10 Eurobest awards, Agency of the year in Belgium in 2010, Digital agency of the year in Netherlands in 2011.

Founders and managing partners are Werner Camps who is COO and Pieter Goiris who is CEO.

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