

23 October, 2012

## **BOLLORÉ: €170 MILLION PRIVATE PLACEMENT**

Bolloré announces the signing of € 170 million private placement, subscribed by French investors. The seven years bond pays a coupon of 4.32% and is listed on Nyse- Euronext Paris.

A prospectus, bearing AMF's visa (n°12-510) is available on the Group's website ([www.bollore.com](http://www.bollore.com)).

On the 7th of November, Bolloré will issue its turnover and information regarding the third quarter 2012. This will include Havas' turnover for September 2012, which has been globally integrated since the 1st of September, following Yannick Bolloré's appointment as Directeur Général Délégué of Havas, announced on August the 31st.

