

Puteaux, May 6, 2014

Organic growth +3.0%

Q1 2014 revenue €389 million

Net New Business¹ growing strongly: €669M vs. €402M

Yannick Bolloré, Havas Chairman and CEO, said: "Growth was very satisfactory in the first quarter of 2014, driven by a solid recovery in North America, strong performances from our agencies in high-growth countries and stabilizing results in Europe, particularly in the United Kingdom and Germany, which recorded double-digit growth.

Over the first quarter, the Group also won a string of new clients, including Pao de Açucar in Brazil, Paypal in North America and Iglo in Europe, underscoring the relevance of our strategy of collaboration amongst our creative, media and digital teams in our "Havas Villages" around the world.

Havas's great momentum makes us confident that we will continue to perform well in the quarters ahead."

1. KEY FIGURES

Revenue (in €M)	Q1 2013	Q1 2014	Organic growth Q1 2014
EUROPE	198	203	+2.3%
<i>of which</i>			
France	80	80	+0.0%
UK	45	52	+11.7%
Rest of Europe	72	71	-1.3%
NORTH AMERICA	130	130	+3.7%
REST OF WORLD	60	56	+3.8%
<i>of which</i>			
Asia Pacific & Africa	28	28	+5.9%
Latin America	33	28	+1.8%
TOTAL	389	389	+3.0%

2. GENERAL COMMENTS

Consolidated Group revenue for the 1st quarter of 2014 was €389 million, representing organic growth of +3.0%, compared to -0.9% for the comparable period in 2013.

The euro strengthened against the US dollar and several South American currencies in Q1 2014 as compared to Q1 2013, with a negative impact on revenue of approximately €12 million.

The Group's key performance indicators in Q1 2014 were in line with expectations.

Highlights by region:

Europe:

Our performance mirrors the zone's gradual economic recovery, with growth of 2.3% in Q1 2014. The UK once again delivered double-digit growth, fuelled mainly by digital, direct and the media businesses. France remained stable, with BETC and Havas Media continuing to be the main growth drivers. Growth in the rest of Europe was held back by Spain, the Netherlands and Switzerland, which are still struggling to bounce back from the effects of the recession, while Germany, Italy and Belgium made significant contributions with continued growth.

North America:

The region is back in positive terrain thanks to an upturn in organic growth to +3.7%. The positive impact of recent new client wins, including Green Mountain Keurig, Dish and Liberty Mutual, is beginning to drive improved performance across all our businesses. The Group remains confident on Arnold's turnaround.

Rest of World:

Asia Pacific reported satisfactory growth, thanks in particular to the media businesses and performances from our agencies in Australia, China and the United Arab Emirates.

Latin America is returning to growth, mainly driven by Brazil, where the recent Pao de Açucar account win will further accelerate revenue growth in the second quarter of 2014. Argentina and Chile also contributed to the growth in this region.

3. NET NEW BUSINESS¹

The pace of new account wins picked up sharply in Q1 2014, with net new business¹ of €669 million compared to €402 million for the comparable period in 2013.

The most significant wins in Q1 2014 were:

Havas Village wins:

- **Grupo Pao de Açucar:** Havas Brazil (advertising and media duties)
- **Iglo:** Havas Worldwide and Havas Media (countries: UK, Italy, Germany, Austria, France, Belgium, Netherlands, Portugal, Russia and Ireland)
- **Paypal:** Havas Media and Havas Worldwide (countries: USA and Europe excluding UK and Italy)

Havas Creative Group:

- **Au Bon Pain:** Havas PR North America (agency of record)
- **Auto Trader:** Havas Worldwide Toronto (digital)
- **Berlitz:** Havas Worldwide Dusseldorf (advertising)
- **Boehringer Ingelheim (Thomapyrin):** Havas Worldwide Dusseldorf (advertising)
- **Burger King:** Havas Worldwide UAE (advertising)
- **Cineworld:** Arnold (UK agency of record)
- **Danone:** Havas PR UK (Nations Cup PR and promotion)
- **DCH Auto Group:** Arnold US (integrated marketing)
- **Ella's Kitchen:** Havas Worldwide London (pan-European advertising duties)
- **Go Outdoors:** Havas PR UK (press, marketing and product placement)
- **MegaRed:** Havas Worldwide Budapest (integrated)
- **NetJets:** Havas Worldwide New York (global digital, social and PR duties)
- **Pirelli Bedding:** Les Gaulois (offline and in-store communication)
- **Santander:** Havas Worldwide Spain (integrated)
- **Sears (Kenmore, Craftsman and DieHard):** Havas Worldwide Chicago (integrated)
- **Tyson:** Arnold US (digital)
- **Unilever (Dove Men's Care):** Havas EHS and Havas Worldwide New York (global digital duties)
- **Weetabix:** Havas Digital China (digital)

Havas Media Group:

- **AIG:** Havas Media Indonesia
- **Bausch+Lomb:** Havas Media China
- **Betfair:** Havas Media USA
- **Brightstar:** Havas Media USA
- **Canal de Isabel II:** Havas Media Spain
- **Center Parcs:** Havas Media France (countries: France, Germany, Netherlands, Denmark and Belgium)
- **IKB:** Havas Media Germany
- **DY Kia:** Havas Media China
- **Lidl:** Havas Media Poland
- **Line:** Havas Media USA
- **Mundipharma:** Havas Media China and Havas Media Middle East
- **Payback:** Havas Media Germany
- **Pierre & Vacances:** Havas Media France (countries: France and Netherlands)
- **Renfe:** Havas Media Spain
- **Ritter Sport:** Havas Media Germany
- **Vapestick:** Arena UK
- **Watts:** Arena Chile

4. AWARDS AND ACCOLADES

Havas Group employees and agencies continue to make their mark through sheer creative excellence.

Havas has two campaigns in the Top 10 most watched ads on Youtube in France:

- **No.1 Baby and Me for Evian, designed and produced by BETC Paris**
- **No.10 Not your Everyday for Monoprix, designed and produced by Rosapark**

At an international level, Group agencies won some thirty awards over the period, including three "Best of Show" at the Mobius Awards and five awards at the Internationalist Awards for Innovation in Media.

At a regional level, in Asia Pacific, **Havas Worldwide Australia** was named **Agency of the Year** by Campaign Brief Australia. At the AWARD Awards, **Havas Worldwide Australia** and **Host** notched up a total of seven awards.

In Latin America, **Renato de Paula** of Havas Worldwide Mexico was hailed as Outstanding Executive of the year and **Claudio Invernizzi** of Havas Worldwide Gurisa (Uruguay) as Outstanding Creative of the year by AdLatina Top 2013.

French agencies took ten awards at the Hits d'Or, including best agency for **BETC**. The Club des DA bestowed a total of 17 awards on **BETC**, **Les Gaulois** and **Havas Worldwide Paris**.

Havas Media France came 2nd in the RECMA rankings.

In the UK, **AIS London** picked up four awards at the MAA Best Awards and two at the Creative Circle Awards.

5. CALENDAR

The Annual Shareholders' Meeting will be held on June 5, 2014 at 9 am, at the Havas headquarters in Puteaux.

The 2014 interim results will be announced on Friday 29 August at 5:45 pm CET.

About Havas

Havas (Euronext Paris SA: HAV.PA) is one of the world's largest global communications groups. Headquartered in Paris, Havas operates through its two divisions: Havas Creative Group and Havas Media Group.

Havas Creative Group incorporates the Havas Worldwide (www.havasworldwide.com) network - formerly Euro RSCG Worldwide - (316 offices in 75 countries), the Arnold (www.arn.com) micro-network (15 agencies in 12 countries) as well as several other strong agencies. Havas Media Group (www.havasmedia.com), is the world's fastest growing media group, operating in over 100 countries, and incorporates two major commercial brands: Havas Media (ex MPG), Arena and the Havas Sports & Entertainment network.

A multicultural Group, Havas is present in more than 100 countries through its networks of agencies and contractual affiliations. The Group offers a broad range of communications services, including digital, 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 16,000 people. Further information about Havas is available on the company's website: www.havas.com

Forward-Looking Information

This document contains certain forward-looking statements which speak only as of the date on which they are made. Forward looking statements relate to projections, anticipated events or trends, future plans and strategies, and reflect Havas' current views about future events. They are therefore subject to inherent risks and uncertainties that may cause Havas' actual results to differ materially from those expressed in any forward-looking statement. Factors that could cause actual results to differ materially from expected results include changes in the global economic environment or in the business environment, and in factors such as competition and market regulation. For more information regarding risk factors relevant to Havas, please see Havas' filings with the AMF (*Autorité des Marchés Financiers*) (documents in French) and, up to October 2006, with the U.S. Securities and Exchange Commission (documents in English only). Havas does not intend, and disclaims any duty or obligation, to update or revise any forward-looking statements contained in this document to reflect new information, future events or otherwise.

(1): Net New Business

Net new business represents the estimated annual advertising budgets for new business wins (which includes new clients, clients retained after a competitive review, and new product or brand expansions for existing clients) less the estimated annual advertising budgets for lost accounts. Havas' management uses net new business as a measurement of the effectiveness of its client development and retention efforts. Net new business is not an accurate predictor of future revenues, since what constitutes new business or lost business is subject to differing judgments, the amounts associated with individual business wins and losses depend on estimated client budgets, clients may not spend as much as they budget, the timing of budgeted expenditures is uncertain, and the amount of budgeted expenditures that translates into revenues depends on the nature of the expenditures and the applicable fee structures. In addition, Havas' guidelines for determining the amount of new business wins and lost business may differ from those employed by other companies.

Organic growth is calculated by comparing revenue for the current financial period against revenue for the previous financial period adjusted as follows:

- revenue for the previous financial period is recalculated using the exchange rates for the current financial period;
- to this resulting revenue is added the revenue of companies acquired between January 1 of the previous financial period and the acquisition date for the period in which these companies were not as yet consolidated;
- revenue for the previous financial period is also adjusted for the consolidated revenue of companies disposed of or closed down between January 1 of the previous financial period and the date of disposal or closure.

Organic growth calculated by this method is therefore adjusted for variations in exchange rate against the euro, and for variations in the scope of consolidation.

The Group has chosen to early adopt IFRS10 and IFRS11. This has no material impact on Group revenue and results, but 2012 figures have nevertheless been adjusted to make the 2012 and 2013 financial years comparable.

Contact:

Lorella Gessa

Communications Director, Havas Group

Tel: +33 (0)1 58 47 90 36

lorella.gessa@havas.com

Twitter: @Lorella_Gessa

Aurélie Jolion

Director of Investor Relations, Havas Group

Tel : +33 (0)1 58 47 92 42

aurelie.jolion@havas.com

Liker notre page sur Facebook: <https://www.facebook.com/HavasGroup>

Suivez-nous sur Twitter: <http://www.twitter.com/HavasGroup/>

Google +: <http://bit.ly/163li2y>

LinkedIn: <http://www.linkedin.com/company/Havas>

29-30 quai de Dion Bouton 92817 Puteaux Cedex, France

Tel +33 (0) 1 58 47 80 00 Fax +33 (0) 1 58 47 99 99

SA au capital de 164 007 141,20 € - 335 480 265 RCS Nanterre - APE 7311Z

www.havas.com