

Puteaux, September 17, 2014

Havas strengthens its operations in Sweden and Ireland as Bizkit Wisely AB and GT Media join Havas Media

Havas today announced the acquisitions of two companies in Europe:

- Bizkit Wisely AB, Sweden's number one independent media and digital agency
- GT Media, Ireland's leading independent media agency

These moves are part of Havas's wider strategy of targeted acquisitions aimed at strengthening the Group's networks, with both new entrants and established partners.

The acquisition of Bizkit, an affiliate of Havas for the past 10 years, will boost the Group's position in the Nordic region, with plans to combine its new offering in Sweden with its current operations in Finland and Denmark, and complete the expansion with Norway.

Bizkit's fully integrated offer already serves clients such as Hyundai, Kia, Red Bull, Telenor, Telge Energi and Altia. Named agency of the year 2013 in Sweden by Dagens Industri and Regis, Bizkit Wisely AB comprises a team of 45 employees working across digital, print, TV, creative and analytics and will continue to be led by founders Johan Eidmann and Peter Arnesson.

Johan Eidmann, Havas Media Sweden CEO comments: *"From an international perspective, Sweden has a 'very sophisticated' media landscape. It is critical for our clients that we stay in front when it comes to exploring the interaction between technology, media, content and data. Our hybrid approach to this fits perfectly with the new integrated structure and collaborative strategy at Havas."*

GT Media joins the Havas Group after a 2 year collaboration to launch Havas Media Ireland, therefore consolidating its position in the Irish media landscape.

GT Media was established by Graham Taylor in 1983 with key clients including Colortrend Paints, De Care, Honda, Lifes2Good, Nordmende and Low Cost Holidays. Under the new deal Graham Taylor will become CEO of Havas Media Ireland and the senior team at GT Media will continue to play key roles in the future of the business.

Havas Media Ireland will offer clients a wide range of services in data, content, mobile, social and trading, as well as access to the group's leading Meaningful Brands suite of research and tools.

Graham Taylor, CEO, Havas Media Ireland, added: *"We are delighted to be part of the Havas Group. Its focus on agility and speed runs in parallel to the energy found in a start up which is very appealing to us and great news for both our staff and clients. The time is right for a new kind of agile and forward thinking media agency in Ireland. The Irish market has already*

responded well to the group's mission to unite brands and people through meaningful connections and drive business success for our clients.

Yannick Bolloré, chairman and CEO of Havas said: *“Welcoming Bizkit Wisely and GT Media to Havas is another important move in further establishing our presence in two important markets such as Ireland and the Nordic region. Bizkit's structure and culture perfectly reflect Havas's integrated way of working. The arrival of GT Media and the subsequent launch of Havas Media Ireland will offer clients a rich expertise in data, content and technology. Having collaborated successfully with both teams in the past, we know first-hand that they truly recognise that collaboration is key to winning in today's rapidly changing media landscape.”*

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

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