



P R E S S R E L E A S E

Puteaux, November 6th 2014

**Continued strong momentum in Q3 2014
Organic growth: +6%**

3rd Quarter 2014

Revenue:	€447 million
Organic growth:	+6.0%
New Business net¹:	€415 million

First 9 months 2014

Revenue:	€1,313 million
Organic growth:	+5.8%
Net New Business¹:	€1,696 million

Yannick Bolloré, Havas CEO, made the following comments:

"The Group kept up its strong momentum in the third quarter with organic growth of +6.0%, following on from +5.7% for the first half of the year. Importantly, we continued to deliver robust growth across all our markets.

These highly satisfactory results, and the growth in Net New Business, underscore the effectiveness of our "Together" strategy, which we introduced at the start of the year. This strategy is designed to enhance collaboration and integration across the Group so we are even better positioned to serve our clients.

I would like to thank our teams all over the world for their excellent work and our clients for their continued trust."

KEY FIGURES

Revenue (in €M)	Q1 2014	Q2 2014	Q3 2014	9 months 2014	Organic Growth	Q1 2014	Q2 2014	Q3 2014	9 months 2014
EUROPE	203	254	222	679	EUROPE	2.3%	8.0%	6.7%	5.8%
<i>of which</i>					<i>of which</i>				
France	80	96	80	256	France	0.0%	4.7%	2.8%	2.6%
UK	52	60	58	170	UK	11.7%	14.8%	8.6%	11.7%
Rest of Europe	71	98	84	253	Rest of Europe	-1.3%	7.4%	9.4%	5.5%
NORTH AMERICA	130	145	145	420	NORTH AMERICA	3.7%	5.3%	4.7%	4.6%
REST OF WORLD	56	78	80	214	REST OF WORLD	3.8%	13.2%	6.6%	8.1%
<i>of which</i>					<i>of which</i>				
Asia Pacific & Africa	28	36	38	102	Asia Pacific & Africa	5.9%	16.2%	9.5%	10.7%
Latin America	28	42	42	112	Latin America	1.8%	10.8%	4.0%	5.9%
TOTAL	389	477	447	1 313	TOTAL	3.0%	7.9%	6.0%	5.8%

2. GENERAL COMMENTS

→ consolidated Group **revenue** was €447 million in Q3 2014, making a total of €1,313 million for the first nine months of the year.

→ Group **organic growth** (excluding variations in exchange rates and scope of consolidation) was +6.0% for Q3 and +5.8% for the first nine months of 2014.

Exchange rates had a negative impact of €22 million on the first nine months of 2014.

Highlights by region:

Europe:

For the first 9 months of 2014, France produced a strong performance that was driven by all our businesses in the region and in particular by BETC, Havas Worldwide Paris and Havas Media. The UK continued to report solid growth, with both creative and media divisions contributing to this momentum.

The recovery of our businesses in the rest of Europe continued, with organic growth of +9.4% in Q3 and +5.5% for the first nine months of the year. The biggest contributors to growth were Germany, Italy and Switzerland, as well certain Eastern European countries.

North America:

The region reported sustained growth of nearly 5%, with all businesses contributing to this performance and healthcare communications in particular posting growth in double figures.

Rest of world:

Asia Pacific reported excellent growth for both Q3 (+9.5%) and for the first nine months of 2014 (+10.7%). All the countries in the region shared in this growth, led by Australia, which benefited from the impact of a major new client win in the form of Defence Force Australia.

Growth in **Latin America** remained satisfactory. Brazil and Argentina reported growth in double figures for the first nine months of the year.

3. NET NEW BUSINESS¹

Net New Business¹ stayed strong in Q3 2014 at €415 million, making a total of €1,696 million for the first nine months of the year (in terms of billings – the yardstick adopted by the market).

Among the most significant gains of Q3 2014:

On a global level, digital duties for **Garuda Indonesia** and **Amnesty International** France for the launch of the organization's first large-scale integrated campaign.

On a regional level, media duties for **Danone** in Latin America and for international clothing brand **Bench** in several countries in Europe, and **Total** for its communications in South Africa and various other African markets.

On a local level, the Group won **Sanofi** and **Takeda Pharmaceuticals** in Japan for healthcare and branding, media activities for **Loterías y Apuestas del Estado** (the state-owned lottery) in Spain and **Star Italy** (FMCG) in Italy, and digital activities for **Daylong (Galderma)** in Korea. In the UK, the Group won digital duties for **Cargiant** and fashion retailer **Jack Wills** appointed Havas Work Club as its first digital agency of record.

(See Annex 2 for a detailed list of new account wins in Q3 2014).

4. CORPORATE SOCIAL RESPONSIBILITY

Havas puts its Corporate Social Responsibility strategy at the heart of all its businesses:

- Havas Worldwide launched a climate change communications practice designed to bring together a team of experts from three regional hubs, located in London, Sydney and New York, as well as satellite offices in more than a dozen countries. The practice is headed by Pete Bowyer, once a spokesman for former UN Secretary General Kofi Annan on climate justice issues, and will provide clients with strategic consulting services and advice on communications and mobilization campaigns focusing on this crucial issue. The Havas Worldwide Climate Practice team's previous experience includes the launch of Earth Hour with WWF in 2007 and UN Secretary General Ban Ki-moon's Big Data Climate Challenge earlier this year.
- Havas RE:PURPOSE unveiled a study entitled "*From Marketing to Mattering*", produced in partnership with Accenture. Based on a survey of 30,000 consumers in 20 countries, the study identified the potential benefits to the business world of approaching sustainable development as an opportunity to impact positively on consumers' quality of life.
- Already rated "Gold" by non-financial ratings agency EcoVadis in May this year, BETC Paris has now been awarded UN Global Compact "Advanced" status. Since 2008, the agency has adopted a holistic approach to sustainable development, covering everything from internal operations to audiovisual production and brand support.

5. MAJOR AWARDS

The Group carried off a total of 19 awards in the various categories of the **CLIO awards**. **Arnold Boston** and **HS&E Ignition** won five Clios apiece in the **Clios Healthcare** and **Clios Sports** categories.

Three campaigns, "*The FIFA World Cup Trophy Tour*" by **HS&E** for Coca-Cola, "*The Big Leap*" for Lacoste by **BETC Paris**, and "*I wish my son had cancer*" by **AIS London** for Harrison's Fund, took gold (in the Engagement, Film Technique and Direct categories respectively).

The campaigns for Coca-Cola by **HS&E** and for Lacoste by **BETC Paris** also stood out because they were the Group's most awarded campaigns, each taking four Clios.

At the **Sharks** awards, Group agencies took a total of 21 awards. **AIS London** took home two gold awards for its "*I wish my son had cancer*" campaign for Harrison's Fund. The **BETC Paris**, **Rosapark** and **les Gaulois** agencies made their mark with a haul of seven, five and four awards respectively in various categories. **Rosapark's** "*Dog Fat Pants*" campaign for Jardiland, for example, was awarded silver in three categories, Print, Print Craft and Outdoor. The "*Transavia/Ebay*" campaign by **les Gaulois** for Transavia won gold, silver and bronze in Media and a second bronze in Integrated.

At the **WebAwards**, **Arnold Furnace**, **Palm + Havas**, **Ignition**, **Havas Media Group**, **Havas Worldwide Prague**, **Havas Worldwide Amsterdam**, **Havas Digital Russia**, **BETC Paris** and **BETC Digital** scooped a total of 16 awards.

At the **M&M Global Awards**, **Havas Media UK** was awarded for its "Net-a-Porter Live" campaign for Net-a-Porter in the Best Use of Digital category.

The Virgin Mobile campaign "*How Brad Pitt's bro helped Virgin Mobile punch above its weight*" by **Havas Worldwide Australia & One Green Bean** won the Creative Effectiveness Grand Prix at the **Spikes Asia**.

Havas Worldwide Australia was also awarded in the PR category for its "*Game of Phones*" campaign for Virgin Mobile in partnership with **One Green Bean** and in Digital for "*Buy the sky*" for the Royal Flying Doctor Service in conjunction with **Red Agency**. **Havas Worldwide India** took home a bronze in the Direct category for its campaign for Child Survival India, "*No child brides*".

At the **Loeries**, **Havas Worldwide Istanbul** was awarded silver in Digital with its "*Farewell Elisabeth*" campaign for Reckitt-Benckiser/Durex. **Havas Worldwide Johannesburg** took bronze in Media with "*Dice*" for the National Responsible Gambling Programme.

At the **Euro Effies**, **BETC Paris** was awarded gold for its Evian "*Baby & me*" campaign, in the Best Demonstration of Integrated Effectiveness category.

Host also won gold for its "*How "Just Adding Zero" Sold Millions*" campaign for Coca-Cola at the **Effies Australia**.

The **Havas Media** network carried off six awards including two (a silver and a bronze) for its "*Autonomy*" and "*Mutual Beneficial Tricks for Flavor*" campaigns for Danone at the **Effies Turkey**. The Group also took three awards at the **Effies Mexico**: gold for **Havas Worldwide Vale** and its "*ADN Aleman*" campaign for Continental, silver for **Havas Media Mexico** with "*Te Quiero Mexico Te Quiero Limpio Cloralex*" for Cloralex, and bronze for **Havas Media Group** with its campaign for Pinol, "*Yo Amo Pinol*".

ANNEX 1

Revenue (in €M)	Q3			9 Months		
	2013	2014	Organic	2013	2014	Organic
EUROPE	203	222	6.7%	633	679	5.8%
<i>of which</i>						
France	78	80	2.8%	249	256	2.6%
UK	47	58	8.6%	142	170	11.7%
Rest of Europe	78	84	9.4%	242	253	5.5%
NORTH AMERICA	137	145	4.7%	411	420	4.6%
REST OF WORLD	74	80	6.6%	213	214	8.1%
<i>of which</i>						
Asia Pacific & Africa	32	38	9.5%	95	102	10.7%
Latin America	42	42	4.0%	119	112	5.9%
TOTAL	414	447	6.0%	1257	1313	5.8%

2013 figures restated further to the retrospective application of IFRS 10

ANNEX 2

Significant wins:

HAVAS CREATIVE GROUP

- **Amnesty International:** BETC Paris (integrated campaign)
- **Cargiant:** Havas Worldwide London (digital duties)
- **Couche Tard:** PALM + HAVAS (advertising duties and creative strategy)
- **EDF:** Havas Worldwide Paris (creative duties in France, Italy, Belgium, Hungary and Poland)
- **Ella's Kitchen:** Havas Worldwide London (digital duties)
- **Galderma:** Havas Worldwide Korea (digital duties)
- **HSBC:** Havas PR Warsaw (PR duties and corporate communications)
- **Jack Wills:** Havas Work Club (digital agency of record)
- **Mediaset Premium:** Havas Worldwide Milan (advertising duties)
- **Nutricia:** Conran Design Group (packaging)
- **SABMiller:** Conran Design Group (brand guidelines duties)
- **Sanofi:** Havas Worldwide Tokyo (branding and communications)
- **Seacod:** Havas Worldwide Mumbai (strategic planning, packaging, advertising, digital)
- **Total:** Havas Worldwide Johannesburg (advertising duties)
- **Virgin Atlantic:** Cake (launch event)
- **Xbox:** Digital influencer campaigns with Cake handling strategy, creative and outreach

HAVAS MEDIA GROUP

- **Allegro Group:** Havas Media Hungary
- **ANCV:** Havas Media France
- **Bench:** HMI London (in the UK, Germany, France, Spain)
- **BigLots!:** Havas Media US
- **Bluescope:** HMI Singapore (digital duties in Asia)
- **Broadband Choices:** Havas Media UK
- **Colpatria/AXA:** Havas Media Colombia
- **Danone:** Havas Media LATAM (in Mexico, Colombia, Argentina, Chile)
- **El Pozo:** Havas Media Spain
- **Fer Yapi:** Havas Media Turkey
- **Garuda Indonesia:** Havas Media Indonesia
- **Gazprombank:** Havas Media Russia and CIS
- **IAAF:** HSE Global PR
- **LAPAM:** Tourism of Israel – Havas Media Germany
- **LIC of India:** Havas Media India
- **Linio:** Havas Media Mexico. Offline service.
- **Loterías y Apuestas del Estado:** Havas Media Spain
- **Michael Kors:** HMI London – Top 5 Markets - Strategy
- **Nashua Mobile:** Havas Media South Africa
- **Notonthehighstreet.com:** Arena UK (digital duties)
- **Penguin Random House:** Havas Media UK
- **Showroomprivee.com:** Havas Media Italy
- **Sofitel:** HMI Singapore
- **Star:** Arena Italy
- **Tourism Malaysia:** HMI Singapore/ Havas Media Malaysia (digital duties)
- **Education First:** Havas SE Brazil (strategic consulting for Rio 2016)
- **NBA:** Havas SE Mexico
- **LINE:** Havas SE China

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 & 2013 figures have nevertheless been adjusted to make them comparable.

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