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HAVAS ACQUIRES U.S.-BASED AGENCY, FORMULA

Havas Creative Group adds integrated communications and experiential marketing agency

Havas announced today the acquisition of Formula, an integrated communications and experiential marketing agency. With 100 staff members across offices in New York, Los Angeles, and San Diego, the new entity, Havas Formula, will be a full-service agency with practice areas in strategic communications, public relations, Latino, and experiential marketing.

Havas Formula complements Havas Creative Group's core competencies, and will work alongside the Group's existing agencies—such as Havas Impact, Havas Edge, Havas Luxe, Havas PR, and Havas Latino Group—to boost the Group's offering to North American clients. Through the acquisition, Havas is also gaining Formula's brand activation arm, Formula Street, and Hispanic PR division, FORMULATIN.

Yannick Bolloré, Chairman and CEO of Havas, commented, *“Formula is a best-in-class agency with an impressive client roster, particularly within the consumer and lifestyle category. With their track record of implementing impactful PR, social, and experiential programs, Formula will help expand our offering. They are a perfect fit for our Group.”*

Formula has established a name for itself over the last 22 years as a progressive firm that serves brands looking to disrupt the market and grow a passionate following. It has represented flagship clients such as Heineken, Nestlé, Wyndham Hotel Group, Phillips 66, Dunkin' Donuts, and Shure.

As a midsize agency with a prestigious client roster, Formula recognized that it was the right time to broaden its resources, secure a global footprint and attract more Fortune 100 brands.

“This decision was the natural evolution of our growth strategy, and Havas is the ideal partner,” **Michael A. Olguin**, President of Formula, said of the acquisition. *“Having access to Havas's powerful network of global services and resources, paired with the ability to leverage and learn from the company's senior team, is going to be a game changer for us.”*

“Formula's expertise—using brand insight and narrative to drive consumer engagement—will further strengthen our client offering in North America,” said Havas Creative Group CEO **Andrew Benett**. *“The team at Formula is smart and dynamic, and we look forward to collaborating with them.”*

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 more than 100 countries, and incorporates three 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.

ABOUT FORMULA

Founded in 1992 by President Michael Olguin, Formula is an American integrated communications and experiential marketing agency with offices in New York, Los Angeles, and San Diego. The progressive agency is committed to providing creative marketing solutions that yield bottom-line results for today's passion brands. Formula looks at the branding process as one driven not only by public relations, but also by marketing, brand activation, co-branding, promotions, social media, and other communications. The signature part of Formula's process is storytelling. By creating compelling brand stories, Formula provides a vehicle for clients to connect with target audiences on a level that truly resonates with them. Through this integrated approach, the agency can significantly impact a brand's sustainability and point-of-difference in the marketplace. Formula's practice areas include consumer, lifestyle, business, technology, sports, entertainment, and travel. Formula's high-profile clients currently include Phillips 66, Shure, Heineken, Dunkin' Donuts, Sound United, and more. For more information, visit www.formulapr.com.

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