



PRESS RELEASE

Paris, December 13, 2004

Havas announces the results of its repurchases of outstanding bonds convertible and/or exchangeable into new or existing shares due in 2006

Havas today announces that between December 3, 2004 and December 10, 2004, it repurchased a principal amount of 380 million euros of its outstanding bonds convertible and/or exchangeable into new or existing shares due in 2006 (the "OCEANEs 2006", originally issued on December 11, 2000 in an aggregate principal amount of 708,847,459.20 euros, or 32,817,012 OCEANEs 2006) for a repurchase price totaling 442.3 million euros (corresponding to an average price of 25.17 euros per OCEANE 2006).

Since their original issuance, Havas has repurchased 73.8% of the amount of the OCEANEs 2006 initially issued. Currently, 8,613,863 OCEANEs 2006 remain outstanding.

In 2004, the repurchases were effected through over-the-counter transactions conducted on December 3, 2004, and through transactions conducted on the French market and outside the United States from Monday, December 6, 2004 to Friday, December 10, 2004.

All OCEANEs 2006 repurchased will be cancelled in accordance with the agreement under which they were issued.

As a result of the recent repurchases, Havas will record in its 2004 financial statements (i) 31.8 million euros (1.81 euros per OCEANE 2006) in positive financial income, corresponding to the difference between the write-back of the provision for the repayment premium on the OCEANEs 2006 on the one hand, and the charge relative to accrued interest on the repurchased OCEANEs 2006 and the amortization of remaining issuance costs on the other hand, and (ii) an extraordinary capital loss of 59.7 million euros (3.40 euros per OCEANE 2006), corresponding to the difference between the principal amount of OCEANEs 2006 repurchased on the one hand, and the repurchase price thereof (excluding accrued interest but including fees) on the other hand. These two figures should be viewed in light of the net financial expense that Havas would have incurred had these OCEANEs 2006 not been repurchased, i.e. 19.0 million euros. Further, the repurchases effected in 2004 should lead to a reduction in net financial expense of approximately 11.3 million euros in 2005.

Havas reserves the right to conduct further repurchases of OCEANEs 2006 subsequent to the repurchases described above.

The repurchases will allow Havas to allocate the proceeds of its share capital increase conducted in October 2004 to an immediate reduction of its debt. Havas expects to thereby improve its cash management and reduce its financial expenses for 2005.

The offer to repurchase OCEANEs 2006 was not made in, nor were tenders of OCEANEs 2006 for repurchase accepted from, the United States of America.

About Havas

Havas (Euronext Paris: HAV.PA; Nasdaq: HAVS) is a global advertising and communications services group. Headquartered in Paris, Havas has three principal operating divisions: Euro RSCG Worldwide which is headquartered in New York, Arnold Worldwide Partners in Boston, and Media Planning Group in Barcelona. A multicultural and decentralized Group, Havas is present in 88 countries through its networks of agencies located in 45 countries and contractual affiliations with agencies in 43 additional countries. The Group offers a broad range of communications services, including traditional 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 15,000 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" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements relate to expectations, beliefs, projections, future plans and strategies, anticipated events or trends and similar expressions, concerning matters that are not historical facts. These forward-looking statements reflect Havas' current views about future events and are subject to risks, uncertainties, assumptions and changes in circumstances that may cause Havas' actual results to differ significantly from those expressed in any forward-looking statement. Certain factors that could cause actual results to differ materially from expected results include changes in global economic, business, competitive market and regulatory factors. For more information regarding risk factors relevant to Havas, please see Havas' filings with the U.S. Securities and Exchange Commission. 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.

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