

Press release

HAVAS: OUTSTANDING RESULTS AT THE CANNES INTERNATIONAL ADVERTISING FESTIVAL

- **Euro RSCG Worldwide: 2nd most awarded Network in the world for TV (Four Gold Lions)**
- **17 Lions in total for Euro RSCG Worldwide and Arnold Worldwide Partners**
- **BETC Euro RSCG: the only French agency to obtain Gold Lions**

Havas - with its Euro RSCG and Arnold divisions - was awarded 17 Lions in all disciplines, including four Gold for TV (BETC Euro RSCG won two for France with its Peugeot and Evian campaigns, Euro RSCG Flagship won one for Thailand with the Soken campaign, and CraveroLanis Euro RSCG also won one for the Malba campaign). These added up to a total of 20% of the Lions awarded with the French agency managing to collect more than 10% of the total Gold Lions in this category.

After a good year in 2003, the results in 2004 demonstrate the creative advance of all the agencies worldwide (France, Great Britain, Italy, the Netherlands, Thailand, Argentina, Brazil and the United States). Havas received awards across nearly all the communications sectors, proving the appropriateness of its integrated communications strategy.

Commenting these results, Alain de Pouzilhac, Havas' Chairman and CEO stated: *"I am delighted that we have won 4 TV golds, most prestigious category in the festival. This is an exceptional performance, and an outstanding recognition of our creativity. I wish to thank our clients who constantly encourage us to innovate, and I would also like to thank all of our global teams for their talent and hard work. This result, following the positive evolution of our growth during the first quarter, clearly confirms our Group's progress."*

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 75 countries through its networks of agencies located in 47 countries and contractual affiliations with agencies in 28 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 16,000 people.

Further information about Havas is available on the company's website: www.havas.com

PALMARES DU GROUPE HAVAS AU FESTIVAL INTERNATIONAL DE LA PUBLICITE DE CANNES 2004

Award	Category	Agency	Advertiser	Product	Title	Sub Category
Gold	Direct	ER London - UK	British Heart Foundation	Heart Disease Awareness	Fatty cigarettes	Non Profit Organisations
Silver	Direct	ER London - UK	Christian Aid	Third World Charity	Wrestler	Direct Response Print
Bronze	Direct	ER London - UK	British Heart Foundation	Charity	Fatty cigarettes	Integrated Solutions
Bronze	Direct	EHS Brann - UK	Habitat	Home Furnishings	Perfect Partner	Retail Services
Silver	Cyber	ER 4D Sao Paulo - Brazil	Intel	Centrino	Drag	Telecommunications
Bronze	Cyber	ER 4D Sao Paulo - Brazil	Nokia	Ngage Mobile & Game Deck	Tony Hawk	Travel, Entertainment & Leisure
Bronze	Cyber	Fuel Europe - Netherlands	Volvo Cars of Europe	Volvo S40	The Route V50	Digital Video spots for Internet
Bronze	Outdoor	Age - Brazil	General Brands	Camp Light	Lost Puppy	Non-Alcoholic Drinks
Gold	Film	BETC ER - France	Peugeot	Peugeot 407	Toys	Cars
Gold	Film	BETC ER - France	SAEME	Mineral Water	Water Boy	Corporate Image
Gold	Film	ER Flagship - Thailand	Soken	Soken DVD	Kill Bill / Titanic / X X X	Home Electronics & Audio Visual
Gold	Film	Craverolanis ER - Argentina	Malba	Dada & Surrealism Exhibition	Presidents	Entertainment & Leisure
Silver	Film	Arnold Boston - USA	American Legacy	Anti-Smoking Message	1200 / Replacement smokers	Public Health & Safety
Silver	Film	WCRS - UK	118 118 The Number	Telephone Directory Service	Just Works (Cog Spoof)	Commercial Public Services
Silver	Film	ER London - UK	British Heart Foundation	Anti-Smoking Message	Artery	Public Health & Safety
Bronze	Film	ER London - UK	Peugeot	Peugeot 307	Envy	Cars
Bronze	Film	Arnold Boston - USA	American Legacy	Anti-Smoking Message	Shards o' Glass	Public Health & Safety
Gold	Young Creatives Award	Ata de Martini - Italy	Aureliano Fontana Sonia Cosentino			

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