

MPG

MEDIA PLANNING GROUP

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For Immediate Release

MPG EXPANDS ITS BUSINESS TO WESTERN AND CENTRAL AFRICA

London – Feb 23, 2004 - MPG, the media division of Havas, a world leader in communications, has successfully positioned itself as a global player and is now moving ahead with its expansion strategy into Western and Central Africa.

MPG has signed an affiliation agreement for the region (Nigeria, Ghana, Gambia, Liberia, Sierra Leona, Congo, Tanzania, Kenya, Gabon and Cameroon). The affiliated company is an independent agency called **Peapco Mediashop**, founded in June 2000, and has strong pan regional network, being one of the top three media agencies in the region.

Osaren Emokpae, President and main stock holder of **Peapco Mediashop** comments: *"this is a very important agreement as it gives us the possibility of belonging to an international network and therefore being able to use its unique methodology and advanced tools"*

Through affiliation agreements with local agencies, MPG is looking to go beyond mere alliances, and build long term partnerships. These agreements give our

partners the right to use the MPG brand, knowledge, tools and systems and an opportunity to grow their exceptional local knowledge into a global experience. They will also allow MPG to add a number of new clients to its portfolio, such as **First Atlantic Bank** or **Mark & Mei Ltd**, and therefore increase its billings volume.

Ampelio Plaza, Corporate Development EVP of MPG added "*our international clients wish for a global service and consequently we need to be present in Africa. On the other hand, Western and Central Africa can also become important markets for MPG as this is a region that is expected to grow economically in the next years.. ...*".

About Media Planning Group (MPG)

Media Planning Group (MPG), the global media network of Havas, offers communications and media strategy and management services to a wide range of international clients. MPG is a top ten media agency in all the world's most important markets, and among the top ranked firms in southern Europe and Latin America. Following three years of successful strategic geographic expansion, MPG today offers integrated and comprehensive global media services in more than 50 markets worldwide.

MPG's range of services includes media planning and buying, market research and efficiency measurement, strategic communications development, sports marketing, and interactive and online advertising. MPG also serves its large roster of blue-chip clients via its specialty networks: Media Planning, Media Contacts, Arena and other specialist divisions.

MPG's marketing communications and media expertise make key contributions to its clients' business success. It helps them maximize sales and brand equity while simultaneously optimizing their advertising investments and minimizing costs. MPG's proprietary tools, sharper strategy and global network consistently prove to its clients that "media makes a difference" to their bottom line.

To learn more about MPG, please visit our website at www.mpg.com

About Havas

Havas (Euronext Paris: HAV.PA; Nasdaq: HAVS) is a global communications 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 17,000 people. Further information about Havas is available on the company's website: www.havas.com