



Revenue First Quarter 2004

29th April 2004

Introductory Matters

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.

Note 1: Except where otherwise indicated, EBIT as used herein means earnings before interest, taxes and goodwill amortization

Note 2: Except where otherwise indicated, net New Business in this presentation means the estimated annual advertising budgets minus estimated annual advertising budget losses.

Havas reverses the trend in Q1 2004

- **Return to positive organic growth of +0.7% in Q1 04, posting a sequential improvement of 4.5 points**
- **80% of the disposal and closure program has been or is close to being completed.**

Revenue Q1 2004 : summary

Change in revenue Q1 2004 / Q1 2003

Organic : + 0.7 %

Constant currency : - 5 %

Unadjusted : - 11 %

Dollar vs Euro : - 14%

Q1 2004 Analysis

Features of this organic growth are :

- Positive growth among the 20 leading clients: they now represent 30 % of the Group's revenues, and have increased by nearly 5 % in Q1 2004 compared to Q1 2003
- An excellent performance in France, up nearly 8%, with growth more than doubled compared to Q4 2003
- Positive growth in the rest of Europe (except the UK) (+ 5%), Asia Pacific (+ 6.8%) and Latin America (+ 7.6%)
- Improvement in the trend in North America and the UK, although organic growth remains negative
- A strong upturn in Marketing Services around the world

Q1 2004 : Revenue by region

	Q1 2004 €M	Q1 2003 €M	Q1 2004 % organic
TOTAL	357	402	+ 0.7 %
France	68	64	+ 7.9 %
United Kingdom	58	76	- 4.6 %
Continental Europe (Excluding France and UK)	58	57	+ 5.0 %
North America	146	179	- 3.4 %
Asia-Pacific	15	14	+ 6.8 %
Latin America	12	11	+ 7.6 %

Organic growth by region – Sequential trends

	% organic Q3 03	% organic Q4 03	% organic Q1 04
TOTAL	- 5.5 %	-3.8 %	+ 0.7 %
France	-1.6 %	+3.2 %	+7.9 %
United Kingdom	-13.6 %	-12.1 %	-4.6 %
Continental Europe (excluding France and UK)	-6.8 %	+ 3.4 %	+ 5.0 %
North America	- 5.5 %	- 4.3 %	- 3.4 %
Asia-Pacific	+ 4.8 %	-10.6 %	+ 6.8 %
Latin America	+ 16.4 %	+ 4.0 %	+ 7.6 %

Net New Business

**Net New Business Q1 2004 : 438 M€
+ 12.1 % versus Q1 03 (excl. Centrino)**

Advertising wins :

- Global : Danone Water activities
- North America : Fidelity, Tyson Foods, Relpax, SanDisk, Toronto Tourism, Houlihan's Restaurants, Bob Stores, Inamed, Pfizer Corporate, Pfizer Menostar
- Europe : Peroni (Italy), Holisten (Germany), INPES (France)
- Asia-Pacific : Telkom (Indonesia)

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Net New Business

Marketing Services wins :

- North America : DTVN, Harrah's Casino, Intelstat, Lifescan, Outdoor Vision, Polaroid, Travelocity, University of California
- Europe : Roche, Royal Mail (United Kingdom), Banco Bilbao (Spain)

Media wins :

- North America : Fidelity, Tyson Foods, SanDisk
- Europe : Volkswagen, Diageo, Daewoo (Spain), Air France, Areva (France)

Major losses :

- North America : Red Lobster, Welch Foods

- **Euro RSCG Worldwide** : Effective cross-fertilization between advertising and the marketing services companies which were recently attached to the division fully demonstrates the pertinence of the strategic reorganization
- **MPG** : Significant growth, confirmed by the latest RECMA^[1], rankings, positions Havas as the Communications Group with the most dynamic evolution of its media activities, behind Aegis and in front of all its competitors
- **Arnold Worldwide Partners**: The new positioning has begun to bear fruit. This division exceeded its Q1 2004 forecast, thanks to substantial new business

^[1] Recma ranking published 19/04/04 – Billings and Rankings 2003 (including 2003 and Q1 2004)

The Group has won a considerable number of awards reflecting the constant drive to invest in outstanding creative ideas as well as the efficiency of its campaigns.

Prominent award winners were :

- Arnold Worldwide Partners in Boston,
- BETC Euro RSCG in Paris,
- and Euro RSCG Flagship in Bangkok.

Disposal and closure program

- Six companies sold
- Sale of 75% of WCRS in the United Kingdom, through a management buy-out
- 4 Letters of intent signed or in the final stage of negotiation.
- These companies, together with those already closed, represent approx. 80% of the total disposal and closure program

2004 Objective

- Positive organic growth
- Strong improvement in profitability

APPENDIX

Organic growth calculation – 1st Quarter 2004

		<u>€Million</u>	
1. Revenue Q1 2003		402	
2. FX impact		(27)	

3. Q1 2003 at Q1 2004 FX		375	
4. Impact of disposed and closed companies	- 11 %	(24)	
5. Impact of acquisitions		3	

6. Q1 2003 at Q1 2004 exchange rates and scope		354	
7. Revenue Q1 2004		357	
8. Organic growth		+0.7%	- 5 %

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