



PRESS RELEASE

Suresnes, September 4th, 2006

HAVAS ANNOUNCES THE ACQUISITION OF SCHER LAFARGE

Havas has concluded an agreement with Gilbert Scher and Christophe Lafarge in order to proceed with the acquisition of the advertising agency Scher Lafarge. This operation was proposed by Jacques Séguéla, Vice President of Havas, and approved by the Executive Committee.

Its goal, among others, is to contribute to the development of Citroën, a historic account of the Havas Group, in France and internationally.

Furthermore, Gilbert Scher, Christophe Lafarge, Benoit Devarrieux and Jean-Pierre Villaret have expressed a common interest to bring together their two entities in order to develop together a new communications agency in France.

About Havas

Havas (Euronext Paris: HAV.PA) 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 77 countries through its networks of agencies located in 44 countries and contractual affiliations with agencies in 33 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 14,400 people. Further information about Havas is available on the company's website: www.havas.com

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