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PRESS RELEASE

Havas and the Chalhoub Group announce a major venture and expansion in the Middle-East

Havas has dramatically extended its operations in the rapidly growing Middle East and intends to continue its expansion in the region.

Consequently, an agreement has been reached between Havas and the Chalhoub Group to transform their company, in which Havas had formerly only a minority share, into a 50-50 long-term strategic Joint Venture with the aim of building their advertising, media and PR interests in the region.

The agencies currently operate directly or through an affiliation in the United Arab Emirates, Kingdom of Bahrain, Qatar, Kuwait, Lebanon and in the Kingdom of Saudi Arabia, but will be rapidly expanding in Egypt and the Sultanate of Oman and, in time, Syria, Kingdom of Jordan, Yemen, Iran, Iraq & Palestinian Territory.

The businesses will be grouped into two divisions: EURO RSCG and Havas Media.

The venture handles the communications requirements of Havas clients within the region (including Peugeot, Reckitt Benkiser, Danone, Air France, Jaguar & Sanofi Aventis), as well as many of the prestigious luxury names in fashion, gifts and beauty managed by the Chalhoub Group.

Over the coming months, Media Contacts and EURO RSCG 4D will be launched in the region to service the needs of clients in the rapidly expanding digital scene.

Advertising in the Middle East is experiencing explosive growth; for example, the increase of media expenditure in markets such as Saudi Arabia is outpacing even China.

Havas has previously operated in the region through affiliates and minority stakes; this is the company's first significant investment in the region.

Patrick Chalhoub, CO CEO of the Chalhoub Group said: "Our group was among the first groups in the region to invest in communication and advertising. This venture is of strategic importance and enables us to consolidate our activities and to complement the expertise between our two groups who believe in the same values of creativity, innovation, trust, commitment and passion with a common objective of making EURO RSCG Middle East and HAVAS a leading agency in the Middle East".

Fernando Rodes, CEO of Havas said: "This deal gives us an immensely strong offer in this key region and is a key part of our growth plans. The Chalhoub Group is the perfect business partner to take on this complex but promising region."

About The Chalhoub Group

A family enterprise for more than 50 years, the Chalhoub Group is incontestably a driving force in the Middle East luxury market today. With four key activities, the Chalhoub Group specializes in the retail, distribution, marketing and communication for world-renowned brands in the beauty, fashion and gift sectors. The relationships of trust woven with prestige houses such as Puig Group, Christofle, Baccarat, Chaumet, Ralph Lauren or L'Oreal Prestige to name a few clearly illustrate the exceptional character of the brand portfolio that the Group represents. With more than 4000 people spread over 14 countries, the Group's success is based on highly experienced professional teams with an intuition for quality and luxury. Guided by its commitment to excellence, the Group aims to optimize brand performance, provide quality of service and offer its staff a stimulating working environment.

Further information is available on the company's website: www.chalhoub-group.com

About Havas

Havas (Euronext Paris: HAV.PA) is a global advertising and communications services group. Headquartered in Paris, Havas operates through its two worldwide networks, Euro RSCG Worldwide and Havas Media, which are headquartered in New York and Barcelona respectively, and through a number of independent agencies renowned for their creativity, such as Arnold Worldwide Partners. A multicultural and decentralized Group, Havas is present in more than 75 countries through its networks of agencies and contractual affiliations. 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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