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PRESS RELEASE

Havas announces the launch of H, the Group's newest agency

Havas has announced the launch of H, the newest agency of the Group. H is constructed from the agencies Scher Lafarge, DevarrieuxVillaret, EuroRSCG27 and Communider. Within this new entity, the agency Nouvel Eldorado will maintain its autonomy.

The model of H is founded on the crossover between different advertising and marketing services expertises. In one 3000 m² open space all of the communication professions will be united to work in complete harmony.

The management of this new agency comprised of 225 employees will be led by Gilbert Scher, Benoit Devarrieux and Christophe Lafarge.

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 headquartered in New York and Havas Media in Barcelona, and through 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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