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PRESS RELEASE

Havas reduces its CO2 emissions and implements a carbon neutral programme, thereby launching its deeper commitment to Sustainable Development

Havas has revealed that it is the first Global Communications Group to become carbon neutral in six of its key markets, marking the first step in the group's commitment to greener working practices. Havas has instigated a program of carbon emissions reduction and has been assessed and approved as a holder of the ZeroCO2® certification of carbon neutrality after having calculated and offset its main carbon emissions in 2006, including electricity and gas consumption, paper usage and business travel.

Havas' carbon emissions in France, UK, Spain, US, Mexico and India amounted to the equivalent of 32 382 metric tonnes of CO2 in 2006, and it has started a focused internal process to reduce this by 20% by 2009. This will primarily affect paper usage, transport and other key sources of carbon emissions. This reduction program will be supported by an internal awareness campaign and training programs to help employees reduce their impact on the environment.

This strong commitment at the global level follows initiatives at the local level. For example, in 2005 Havas Media France nominated a Sustainable Development Manager who has been helping to develop an innovative program called "Ecopublicité", to measure the environmental impact of production and distribution during the lifecycle of a media campaign in partnership with ADEME, LVMH and Ecobilan. Last year, Euro RSCG UK was the first Havas agency to become carbon neutral.

The Havas Executive Committee comments:

"Havas' decision to become carbon neutral is a significant step in our plans to increase our Group's corporate social responsibility and contribute to fighting the problem of climate change. Our undertaking is differentiated from that of other initiatives in the market because not only will Havas be directly contributing to reducing CO2 emissions, but we also hope that our programme to promote this shift towards a more responsible and environmentally friendly culture will benefit our clients, shareholders and teams."

As part of its carbon offset programme, Havas has chosen to invest in protecting standing forests and their biodiversity, and creating new forest ecosystems through three projects located in Latin America, Asia and Africa respectively. The projects, led by the non-profit organisation Fundació Natura in Barcelona, Spain through the ZeroCO2® initiative, and Tour du Valat in Arles, France (researchers and experts in wetlands) have a triple benefit: to help tackle climate change reducing carbon dioxide present in the atmosphere, to improve the livelihood of local communities, and to protect the Earth's rich and endangered biodiversity. For example, the project in Latin America will take place in Brazil in the state of Santa Catarina and will consist of protecting and helping to reforest Atlantic rainforest, a threatened natural habitat of which only a 7% of the original area remains. The cost for each tonne of carbon emitted is between 10€-20€.

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ZeroC02®

ZeroC02® is a branded standard for voluntary action on climate change, promoted by two non-profit organizations Fundació Natura and ECODES. The calculation methodology used follows guidelines set down by the GHG Protocol and the IPCC (Intergovernmental Panel on Climate Change). The ZeroC02® certification of carbon neutrality represents a point at which greenhouse gas emissions have been assessed, reduced where possible (or where a commitment has been made to reduce them going forward), and the remaining non-reducible emissions offset through high quality renewable energy, energy-deficiency programs and forestry projects.

Tour du Valat

Founded more than 50 years ago, the Tour du Valat develops programs of research and integrated management that promote interaction between wetland users and scientists in order to better understand and preserve these ecosystems and our natural heritage.

Fundació Natura

Fundació Natura is one of the leading non-profit organizations in Spain that is exclusively dedicated to the conservation of natural heritage and biodiversity through the protection, improvement and restoration of ecosystems, and to raising awareness and involvement in these projects. Our working principles are based on political and economic neutrality and the encouragement of dialogue, consensus and participation.

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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