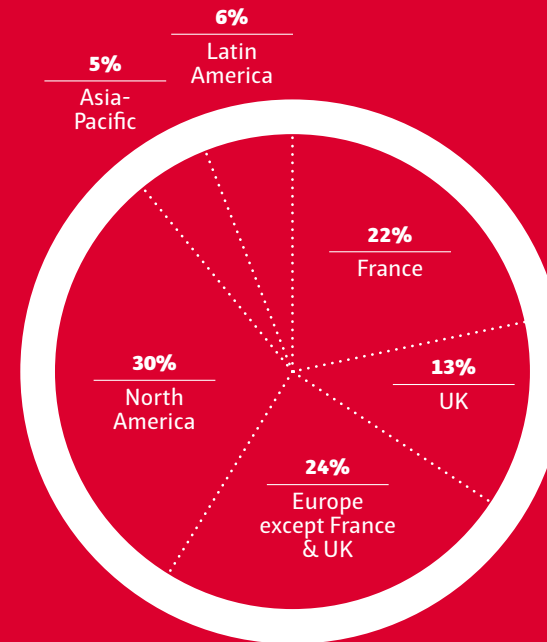


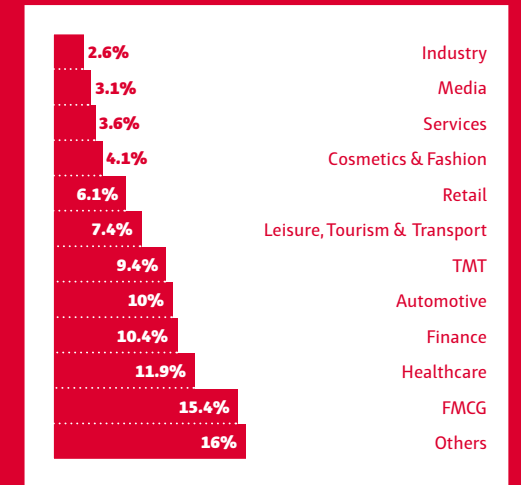
Targets achieved one year early



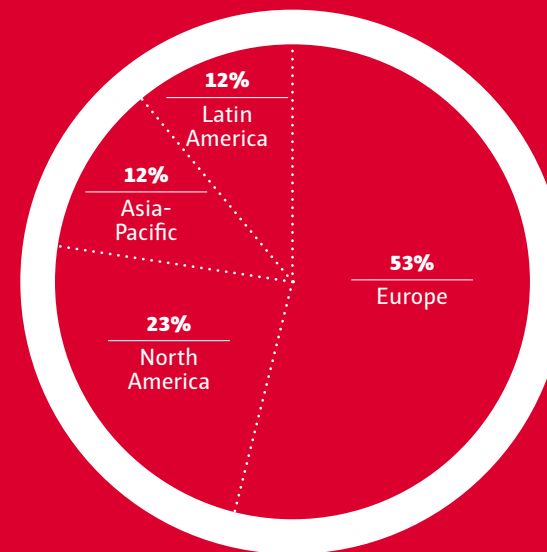
HAVAS.com



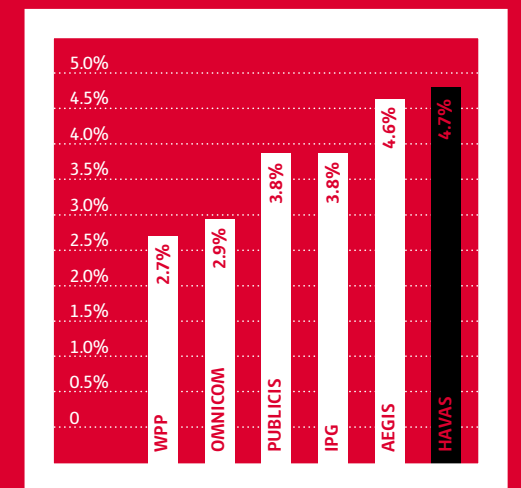
1. REVENUE BY ZONE



2. REVENUE BY CLIENT SECTOR



3. HEADCOUNT BY GEOGRAPHICAL ZONE (at December 31, 2008)



4. 2008 ORGANIC GROWTH vs PEERS

Havas ended 2008 with reported growth of +4.7% for the financial year. For the first time in its history, Havas posted a net income of over €100 million. Operating margin continued to grow, reaching 12.1%. This performance bears out the pertinence of our operating plan introduced in 2006, which set two major targets: the highest annual growth rate in the market, and profitability in line with that of the profession. Our ability to adapt, our creativity, our media expertise, growth in our digital business - up from 9% in 2006 to 14% in 2008 with no major acquisitions - and the balanced geographic spread of Group revenues enabled us to achieve these results a year ahead of plan.

HAVAS

BALANCED CONTRIBUTIONS BY COUNTRIES AND BRANDS

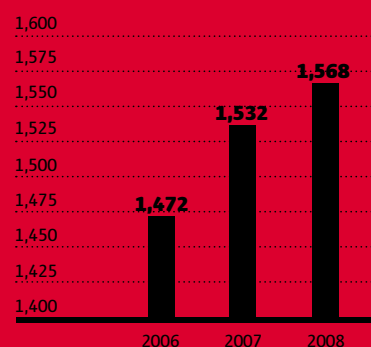
Havas Worldwide is present in 75 countries with 245 offices.
Havas Media is present in over 100 markets with 233 offices.

In 2008, Havas confirmed its strong position in the mature European and American markets while boosting growth in emerging markets, Asia-Pacific, Latin America and the Middle East. Most notably, the Group reported 20% growth in rapidly-developing markets such as Brazil, Russia and India. In terms of new business, Havas also achieved one of the strongest relative performances in the advertising sector, winning €1.6 billion in new business. These results were made possible by the trust placed in us by our clients, and by the creativity and cohesion of the Group's teams.

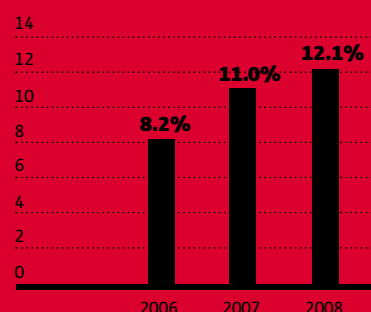
20%

growth on the fastest-growing markets: Brazil, Russia, India.

1. REVENUE (in € million) —



2. OPERATING MARGIN (in %) —



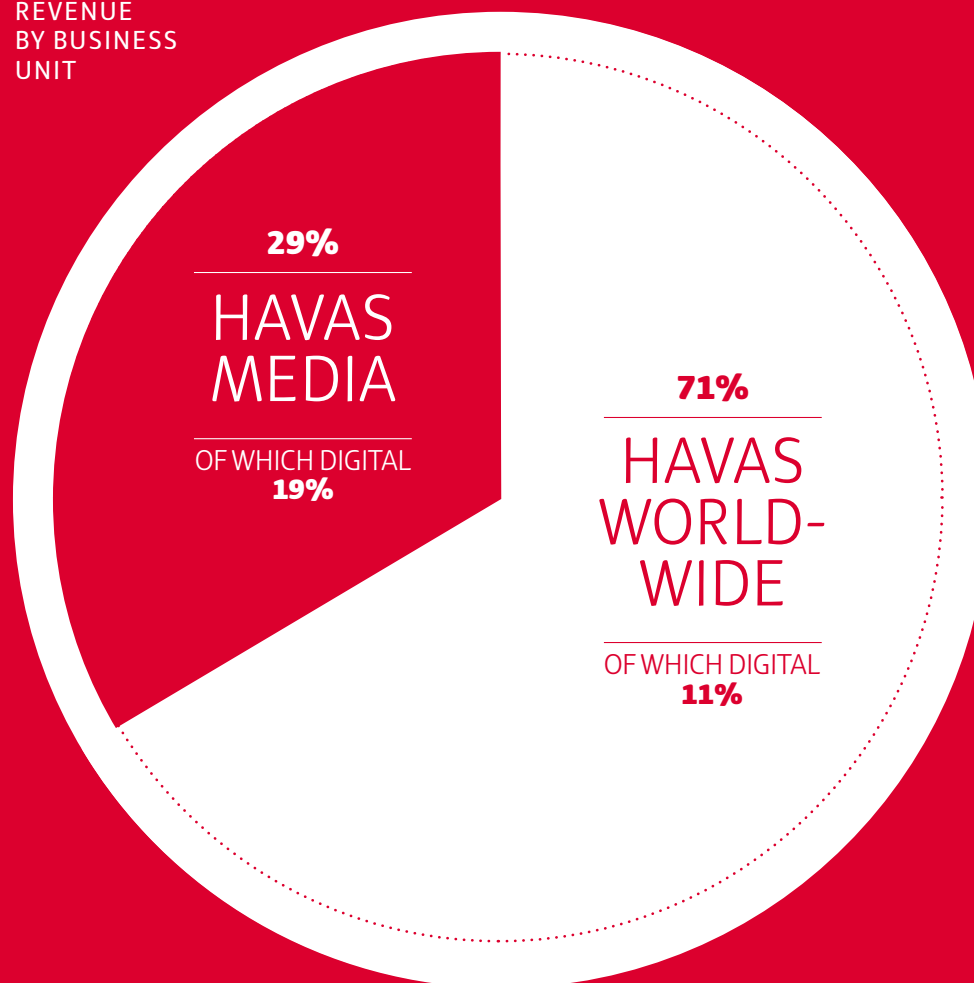
REVENUE BY ZONE

| Revenue by geographical zone | 2008 | |
|--------------------------------|------------------------|--------------------|
| | Revenue (in € million) | Organic growth (%) |
| Europe | 923 | 5.4% |
| France | 339 | 3.6% |
| UK | 200 | 4.8% |
| Europe excluding France and UK | 383 | 7.4% |
| North America | 477 | 2.1% |
| Rest of world | 168 | 8.4% |
| Asia-Pacific | 72 | 1.8% |
| Latin America | 96 | 13.8% |
| Total | 1,568 | 4.7% |

KEY FIGURES FOR THE PAST THREE YEARS (in € million) —

| | 2006 | 2007 | 2008 |
|--------------------------------------|-------|-------|-------|
| Revenue | 1,472 | 1,532 | 1,568 |
| Operating income | 121 | 168 | 189 |
| Margin | 8.2% | 11.0% | 12.1% |
| Net income, Group share | 46 | 83 | 104 |
| Diluted earnings per share (€ cents) | 11 | 19 | 24 |

REVENUE BY BUSINESS UNIT



Senior Executives of Havas

› **VINCENT BOLLORÉ**

Chairman of the HAVAS SA Board of Directors

› **FERNANDO RODÉS VILÀ**

Chief Executive Officer

› **JACQUES SÉGUÉLA**

Vice-President-Chief Creative Officer

› **DAVID JONES**

CEO Havas Worldwide
Global CEO Euro RSCG Worldwide

› **MERCEDES ERRA**

Executive Co-Chairwoman
Euro RSCG Worldwide

› **STÉPHANE FOUKS**

Executive Co-Chairman
Euro RSCG Worldwide

› **RÉMI BABINET**

Chief Creative Officer
Euro RSCG Worldwide

› **ALFONSO RODÉS VILÀ**

CEO Havas Media

› **JORDI USTRELL**

COO Havas Media

› **HERVÉ PHILIPPE**

Chief Financial Officer

› **JEAN DE YTURBE**

Director of Development

› **MICHEL DOBKINE**

Secretary-General

› **ESTHER GAIDE**

Deputy CFO & Director of Group HR

› **RICHARD PACE**

Chief Performance and Economic Officer

› **LORELLA GESSA**

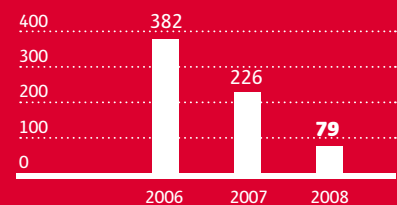
Communications Director

FINANCIAL STRENGTH & INTEGRATION, DRIVING SUSTAINED GROWTH —

1. EQUITY & NET DEBT (in € million – at December 31, 2008)

| | 2006 | 2007 | 2008 |
|------------------------------------|------|------|-------|
| Net debt | 382 | 226 | 79 |
| Total consolidated equity | 943 | 978 | 1,015 |
| Net debt/Total consolidated equity | 41% | 23% | 8% |

2. NET DEBT (in € million) —



A STRONGER FINANCIAL STRUCTURE —

Over the 2008 financial year, Havas boosted profitability and reduced net debt by 65%.

At December 31, 2008, net debt stood at just €79 million compared to €226 million at the end of 2007. This considerable reduction in net debt is due to a high level of cash generation thanks to strong results, rigorous cash management and a lower level of financial investment (at approximately €58 million). As a result, gearing at December 31, 2008 was 8%.

The improved cash position left the Group with cash of €912 million at December 31, 2008, more than sufficient to redeem the €450 million of 2002-2009 OCEANE bonds maturing in early January 2009. In addition, the Group now has no significant reimbursement of its financial debt due before the end of 2011, which will further bolster its financial strength in the years ahead.

Havas possesses the critical mass required to support major international corporate clients, and has continued to pursue growth via two strategic courses: reinforcement of the Group's financial structure, and the integration of advertising, media and digital activities. At the close of 2008, the Group is well placed to pitch successfully for even the biggest accounts and to work with any of the leading international brands.

INTEGRATION DRIVING CLIENT PERFORMANCE —

Havas is one of the most integrated communication groups in the world and is developing a wide range of competencies with growing emphasis on the digital business which now accounts for 14% of Group revenue.

This flexible and attractive business model is geared to the new challenges in the communication sector and also gives Havas a distinct competitive advantage for winning new accounts, particularly among the leading international brands. Strategic growth has also been reflected in extended

DIGITAL AS A % OF REVENUE

| 2006 | 2007 | 2008 |
|------|------|------|
| 9% | 11% | 14% |

In the first quarter of 2009, digital business accounted for

16%
of the Group's total revenue

geographic coverage and additions to our service offerings, accompanied by the targeted acquisition of external agencies.

OUTLOOK

2008 set the seal on the improvement in profitability and financial structure that the Havas Group has been pursuing since 2006. Thanks to strong cash generation and tight control of costs and WCR, Havas now boasts one of the strongest financial structures in its sector and one of the lowest levels of net debt in the market.

This position of strength enables us to face the current challenging economic climate with confidence in the Group's ability to transform new business into extra revenue and to pitch successfully for new accounts. The Group adopted a more agile and simplified structure by organizing itself around two main Business Units: Havas Worldwide and Havas Media. The Group will continue to prioritize organic growth by encouraging cooperation between its two Business Units and putting digital at the heart of all our businesses in all our markets. We see our well-established positions in mature markets as giving us an advantage in view of the expected slowdown in emerging markets.

Havas also intends to continue to focus on innovation – in tools and ideas – to refine our analysis of new consumer attitudes and behavior and to measure the efficacy of communication strategies with ever greater accuracy in order to create value for our clients.

€1.6 billion
in net new business

— Havas will continue to prioritize organic growth by encouraging cooperation between its two Business Units and putting digital at the heart of all our businesses in all our markets. —