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FOR IMMEDIATE RELEASE

RECORD ORGANIC GROWTH OF +8.0% IN H1 2008

“After record organic growth of 7.1% in 2007, Havas has sustained that trend in the first half of 2008. We are now preparing for a more fragile economic environment but our performance, which exceeded our expectations, leaves us comfortable about our ability to react.” - Fernando Rodés Vilà, Chief Executive Officer of the Havas Group

- H1 revenue rose to €755 million in 2008, a 3.6% increase over H1 2007 at current exchange rates
- H1 revenue up 10.6% at constant exchange rates
- Q2 organic growth reached 8.4%, after 7.4% in Q1, establishing H1 organic growth at 8.0%
- Strong organic growth achieved by all the group’s businesses:
 - Euro RSCG: + 6.6%
 - Havas Media: +16.3%
- Net new business¹ continued at a brisk pace : €623 million in Q2 following €510 million in Q1, i.e. €1,133 million in H1 2008 versus €1,242 million in H1 2007

1. General comments on our 8.0% organic growth in H1 2008:

- In terms of revenue growth, all the group's businesses improved sharply, in particular digital, corporate communications, media expertise and design which all posted double-digit growth. These levels of performance confirm the group's strategy of focussing on new business and integration of the businesses.
- As for the networks, Havas Media continues to generate very sustained organic growth in all countries and especially in the digital sector. Euro RSCG has progressed significantly largely due to the new business model launched last year putting integrated digital communications at the very heart of our creative agencies.

The increasingly strong euro has had a negative impact on the group which would have achieved 10.6% growth at constant exchange rates in H1 2008. By comparison with H1 2007, the exchange rate impact was €46 million mostly attributable to the weakening of the US dollar and sterling against the euro.

2. Detailed comments on H1 by region

Revenue (M€)	H1	H1	Organic growth (%)	H1	H1
	2008	2007*		2008	2007*
EUROPE	448	415	EUROPE	8.1%	5.0%
NORTH AMERICA	234	220	NORTH AMERICA	6.4%	1.6%
REST OF THE WORLD	73	65	REST OF THE WORLD	11.4%	11.2%
<i>including</i>			<i>including</i>		
Asia Pacific	36	30	Asia Pacific	18.0%	9.8%
Latin America	37	34	Latin America	7.5%	16.8%
TOTAL	755	700	TOTAL	8.0%	4.4%

* at 2008 exchange rates and scope of consolidation

While Europe has performed in line with the group as a whole, certain countries posted strong growth in excess of 10%, particularly in southern Europe in countries such as Portugal, Italy and Spain where Havas Media Spain continues to have an outstanding performance; Eastern Europe (Russia and Hungary); and Germany where growth is particularly driven by Havas Media Germany. Great Britain's growth accelerated sharply in the second quarter, despite the depressed market, thanks to good performance by all our entities and in particular Euro RSCG London, Euro RSCG KLP, Euro RSCG Biss Lancaster, The Maitland Consultancy and MPG UK. In France, four agencies clearly outperformed the market, namely Havas Media, Euro RSCG C&O, BETC Euro RSCG and W&Cie.

North America also had a strong performance. Euro RSCG in the United States posted double-digit growth, out-performing the market, primarily thanks to the New York and Chicago creative agencies which adopted the new business model putting digital at the core. Havas Media also recorded a very sustained growth rate.

In the rest of the world, growth was driven by Asia Pacific but the loss of the DELL account will affect the region as of the second half-year. Latin America's growth was close to that of the group and was driven by the media business.

3. Net New Business in 2008

Net New Business totalled €1,133 million in H1 2008. The main accounts won in the second quarter of 2008 were the following:

Euro RSCG Worldwide



Havas Media



¹ Net account gains, expressed in estimated annual billings. The complete definition can be found on page 6 of this release



4. Creativity

In the second quarter, a large number of the group's agencies received awards at several advertising festivals. The main awards were:

In April 2008, **Latin Spots** published its 2007 creativity ranking for Latin America in which Euro RSCG Buenos Aires came 10th.

At the **Sabre European Awards** in May 2008, Euro RSCG C&O was named the Best Corporate Agency in France.

Media Contacts Spain took the Best Interactive Agency prize at the **Interactiva Awards** in May as well as the award for the Best Integrated Online/Offline Media Campaign 2008 for Atrapalo.com.

For only the second time since the creation of the prestigious **D&AD Awards** in 1962, a French agency received an award. BETC Euro RSCG took a Yellow Pencil for its eBay campaign in the Broadcast Innovation category.

At the 55th **International Advertising Festival in Cannes**, Havas took ten Lions, Euro RSCG Sao Paulo taking a Silver Lion in the Press category for "Emily/Annie/Peter" (CERCA), with nine Bronze Lions going to Euro RSCG Lisbon in the Press category for "Balloons / Tourism / Stadium" (Delta Cafes), Euro RSCG Buenos Aires in the Radio category for "Faded Films" (Sony / Bravia HDTV), Euro RSCG Spain in the Outdoor category for "Protest / Child" (Strepsils), Archibald Ingall Stretton in the Cyber category for "Stare Out" (O2 / Mobile Telecommunications), BETC Euro RSCG in the Films category for "Adopt SciFi" (NBC Universal / SciFi), Euro RSCG New York in the Films category for "Auditorium" (Reckitt Benckiser / Clearasil), Arnold Boston in the Films category for "Puppet / Gun Store / Actor Interview" (American Legacy Foundation/Truth), MPG Spain / Barcelona in the Media category for "The Hung" (Atrapalo.com) and Nitro / Arnold in the Media category for "Interactive Cinema Gaming" (Volvo).

Arnold Boston triumphed at the **One Show** with a Gold and a Silver Award. The **One Show Design** bestowed a Silver award on Euro RSCG New York for Kraft/Ritz Crackers.

At the **Clio Awards**, once again Arnold Boston was acknowledged with three Bronze awards while Euro RSCG BETC took one Bronze.

Arena BLM received the Grand Prix for Domino's Pizza at the **Thinkbox TV Planning Awards**.

At the New York Festivals, Euro RSCG 4D Amsterdam took one Gold and one Silver award in the Internet category for its Volvo campaign at the **Innovative Advertising Awards**. In the **All Media** competition, Arnold Boston received seven awards while Euro RSCG Worldwide took twenty awards. At the **US Effies**, Arnold Boston took a Gold award for Ocean Spray and two Silver awards for American Legacy.

5. Calendar

The H1 2008 results will be published on August 28, 2008.

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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(1) : Net New Business

Net new business represents the estimated annual advertising budgets for new business wins (which includes new clients, clients retained after a competitive review, and new product or brand expansions for existing clients) less the estimated annual advertising budgets for lost accounts. Havas' management uses net new business as a measurement of the effectiveness of its client development and retention efforts. Net new business is not an accurate predictor of future revenues, since what constitutes new business or lost business is subject to differing judgments, the amounts associated with individual business wins and losses depend on estimated client budgets, clients may not spend as much as they budget, the timing of budgeted expenditures is uncertain, and the amount of budgeted expenditures that translate into revenues depends on the nature of the expenditures and the applicable fee structures. In addition, Havas' guidelines for determining the amount of new business wins and lost business may differ from those employed by other companies.

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