

PRESS RELEASE

**Record organic growth:
+7.1% for full year 2007
+9.8% in Q4**

«The growth reported by Havas in 2007 is above our expectations and confirms the turnaround successfully undertaken by the Group over the past two years.» - Fernando Rodés Vilà, Chief Executive Officer of the Havas Group.

- **Annual revenue up sharply: €1,532 million in 2007, an increase of +4.1% over 2006, at current exchange rates**
- **Net new business¹ 2007: €1.5 billion**
- **The Group's major international clients made a positive contribution to growth**
- **For the first time since 2000, the Group reported growth in all regions**
- **Strong growth also reported for all Group businesses:**
 - **Euro RSCG: +5.5%**
 - **Havas Media: +19.1%**

In the digital business, growth progressed by +28%

¹ Net account wins, expressed in estimated annual billings. Full definition given on page 6 of this press release.

1. General comments

Organic growth made stronger progress with each quarter, increasing by +3.2% in Q1, +5.4% in Q2, +9.3% in Q3 and reaching +9.8% in the fourth quarter.

The appreciation of the euro against the US dollar had a negative impact on the Group of €44 million over full year 2007 by comparison with full year 2006.

Full year 2007 revenue was nonetheless €1,532 million, an increase at current exchange rates of +4.1% by comparison with 2006.

The Group will publish its 2007 results in March 2008.

2. Revenue and organic growth by region in Q4 2007

Revenue (in M€)	Q4 2007	Q4 2006	12 months 2007	12 months 2006	Organic Growth (%)	Q4 2007	Q4 2006	12 months 2007	12 months 2006
EUROPE	254	226	867	795	EUROPE	11.7%	-2.6%	7.6%	2.8%
<i>of which</i>					<i>of which</i>				
France	94	83	330	304	France	8.7%	-5.6%	5.5%	0.4%
UK	48	48	183	176	UK	4.0%	6.2%	2.9%	2.0%
Rest of Europe	112	95	354	315	Rest of Europe	18.3%	-3.8%	12.4%	5.9%
NORTH AMERICA	129	145	508	550	NORTH AMERICA	1.7%	1.6%	3.4%	-4.0%
REST OF THE WORLD	51	39	158	128	REST OF THE WORLD	24.4%	16.3%	16.9%	8.9%
<i>of which</i>					<i>of which</i>				
Asia Pacific	23	17	72	60	Asia Pacific	28.6%	4.8%	17.3%	-0.6%
Latin America	29	22	86	67	Latin America	21.0%	26.9%	16.4%	19.0%
TOTAL	434	410	1 532	1 472	TOTAL	9.8%	0.4%	7.1%	0.6%

3. Net New Business¹ 2007

Net new business was €1.5 billion for full year 2007. Expressed in terms of gross margin, this is equivalent to the figure reported in 2006.

The main accounts won in 2007 were:

For Euro RSCG Worldwide



For Havas Media



For Independent Agencies



VOLVO

**COLDWELL
BANKER**



transavia.com



Main accounts lost in 2007: Dell Asia, Royal Caribbean, Outback Steakhouse and Cap Gemini.

4. Creativity

Creativity awards for the final quarter of 2007 continued to pour in:

The Gunn Report published in November 2007 ranked Euro RSCG 4D Amsterdam, BETC Euro RSCG and Arnold Boston in the Top 50 most awarded agencies in the world. **Euro RSCG 4D Amsterdam's** campaign for Volvo, "The Hunt", was ranked 10th in the Top 25 most awarded interactive campaigns worldwide. For the second year running, the "March of the Emperors" campaign for Canal+ by **BETC Euro RSCG** featured in the Top 50 most awarded campaigns worldwide.

In November, **MPG Argentina** received the *Jerry Goldenberg Award* for Best Media Agency of the year in Argentina.

Euro RSCG Europe was named European Communication Group of the Year by the 28th "Agencies of the Year" Grand Prix, and on the same occasion **Vincent Bolloré** was voted 2007 Communication Personality of the Year.

At the Cresta International Advertising Awards in October, agencies **Arnold Boston, BETC Euro RSCG, Euro RSCG Flagship and Euro RSCG 4D Amsterdam** took a total of eleven awards, including a Grand Prix awarded to Arnold Boston for its "Singing Cowboy" campaign on behalf of American Legacy.

The "Army on Everest" campaign produced by **Euro RSCG Biss Lancaster** on behalf of the UK's Army Recruiting Group was named campaign of the year by PR Week magazine.

At the London International Advertising Awards, **Arnold Boston, Arnold Italy, BETC Euro RSCG and The Furnace** in Australia won eleven awards, including two Golds, one going to Arnold Boston for its "Singing Cowboy" campaign for American Legacy and the other to BETC Euro RSCG for its "Merry Christmas" campaign for Sci Fi Channel.

At the "El Ojo de Iberoamerica" Latin American festival, **Euro RSCG Buenos Aires** was named most awarded agency for radio. Other award-winners included **Euro RSCG Santiago, Euro RSCG Buenos Aires, Viceversa Euro RSCG and Media Contacts in Brazil**.

MPG UK took gold at the Campaign Media Awards for its "Information Revolution" campaign for Ask.com.

The Epica Awards, one of Europe's premier creative awards, recognized **Euro RSCG Düsseldorf, Euro RSCG Prague, Euro RSCG London, BETC Euro RSCG, Compagnie 360 Euro RSCG and Arnold Italy**. BETC Euro RSCG alone took seven awards for its campaigns for Canal+, 13^{ème} Rue, Le Parisien and CanalSat.

BETC Euro RSCG won a Gold award at the Eurobest Awards for its Canal+ campaign "Brokeback Mountain" and two other awards for campaigns for 13^{ème} Rue ("Gali") and INPES "Free Hugs". **Euro RSCG Prague and H** also won awards.

At the Méribel Ad Festival, **BETC Euro RSCG** scooped up eight Cristal awards, including a Cristal Europe for 13^{ème} Rue and "Gali" and a Grand Cristal France for Canal+ "Le Pot de départ" (The Leaving Do". **Euro RSCG 4D Amsterdam, Euro RSCG Prague, Compagnie 360 Euro RSCG and Euro RSCG C&O** also took awards. In media, agencies **MPG UK** and **MPG Spain** each won a Cristal Europe, **Media Contacts France** took one Cristal France and **Euro RSCG 4D Paris** two Cristal France awards.

At the China 4A Golden Seal Creative Awards, **Euro RSCG Shanghai** walked away with a total of 17 awards, including the *Best of Craft* prize for its campaign for the Long Xi Global Chinese Advertising Awards. **Euro RSCG Shanghai** went on to take another five awards at the Long Xi Global China Advertising Awards, where **Euro RSCG Hong Kong** also won an award.

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

Forward-Looking Information

This document contains certain forward-looking statements which speak only as of the date on which they are made. Forward-looking statements relate to projections, anticipated events or trends, future plans and strategies, and reflect Havas' current views about future events. They are therefore subject to inherent risks and uncertainties that may cause Havas' actual results to differ materially from those expressed in any forward-looking statement. Factors that could cause actual results to differ materially from expected results include changes in the global economic environment or in the business environment, and in factors such as competition and market regulation. For more information regarding risk factors relevant to Havas, please see Havas' filings with the *Autorité des Marchés Financiers* (documents in French) and, up to October 2006, with the U.S. Securities and Exchange Commission (documents in English only). Havas does not intend, and disclaims any duty or obligation, to update or revise any forward-looking statements contained in this document to reflect new information, future events or otherwise.

(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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