HAVAS

Havas N.V. reverse share split

Frequently asked questions (FAQ)

Dear shareholders,

Havas N.V. ("**Havas**" or the "**Company**") today announced the details and expected timeline of the reverse share split of (i) the ordinary shares in the capital of the Company ("**Ordinary Shares"**), (ii) the special voting shares A in the capital of the Company ("**Special Voting Shares A"**), and (iii) the special voting shares B in the capital of the Company ("**Special Voting Shares B"**, and together with the Ordinary Shares and the Special Voting Shares A, "**Shares"**), each in the ratio 10:1 ("**Reverse Share Split"**). This reverse share split will be implemented as from 14 October 2025 and will be fully effective on 18 November 2025.

As the implementation of the Reverse Share Split may raise questions, this document provides you with additional information and answers.

1 General Questions

(a) What is the purpose of the Reverse Share Split?

The Reverse Share Split is aimed at reducing the number of issued Ordinary Shares and simplifying the administrative management of the same, while at the same time improving the Ordinary Shares' perception in the market.

(b) What Is the Reverse Share Split?

The Reverse Share Split constitutes a purely technical transaction by means of which (i) the Company will reduce the number of issued Ordinary Shares by a factor of ten (10) and (ii) the nominal value of each Ordinary Share, each Special Voting Share A and each Special Voting Share B shall be multiplied by ten (10), which will not result in a decrease in the Company's issued share capital. The Company has not issued any Special Voting Shares A or Special Voting Shares B, and it is not expected that such shares shall be issued prior to the completion of the Reverse Share Split.

The Reverse Share Split is not expected to influence the value of the investment held in the Company, because (i) the amount of the issued share capital of the Company immediately before and after implementation of the Reverse Share Split will remain unchanged and (ii) the overall value of the investment held before and after the Reverse Share Split will not be impacted, all other conditions being unchanged.
Example to illustrate:

Before : 1000 Ordinary Shares at €0.20 per share = 200 euros of investment
After: 100 Ordinary Shares at €2.00 per share = 200 euros of investment

(c) What Is going to happen and what should I do?

On 20 November 2025, every ten (10) issued Ordinary Shares will be automatically consolidated into one (1) Ordinary Share. For each tranche of ten (10) issued Ordinary Shares, with a nominal value of EUR 0.20 each, you will receive one (1) Ordinary Share, with a nominal value of EUR 2.

We invite you to check whether the number of Ordinary Shares you hold is a multiple of ten (10).

- <u>If you own a multiple of ten (10) Ordinary Shares at the close on 19 November</u>, you will receive one (1) Ordinary Share per multiple of ten (10) held, on 20 November 2025.

- <u>If you own a number of Ordinary Shares that is not a multiple of ten (10)</u>, you have several options:

    - <u>Option 1</u>: round your number of Ordinary Shares to a multiple of ten (10) no later than the close of trading on 19 November 2025 (**Record Date**);
        - <u>Option 1.1</u>: buy additional Ordinary Shares to round your portfolio up the nearest multiple of ten (10) at the latest on 17 November 2025;
        - <u>Option 1.2</u>: sell excess Ordinary Shares to round your portfolio down to the nearest multiple of ten (10) at the latest on 17 November 2025;

    - <u>Option 2</u>: do nothing, the fraction of Ordinary Shares exceeding the nearest multiple of ten (10) should be automatically indemnified in cash for the Fractional Shares you hold by your financial intermediary.

For the costs associated with the implementation of the Reverse Share Split, reference is made to item 2 (d) below.

(d) What are the key dates to remember?

14 October 2025	Release of the Euronext notice announcing the Reverse Share Split
16 October 2025 - 17 November 2025	Shareholders can buy and sell Ordinary Shares to round their portfolio up to the nearest multiple of ten (10) and manage Fractional Shares
17 November 2025	Last trading day under old ISIN code
18 November 2025	Effective date of the Reverse Share Split and first day of trading under new ISIN code NL0015002K83
19 November 2025	Record Date
20 November 2025	Settlement of the Reverse Share Split

20 November 2025 - 22 December 2025	Shareholders to be indemnified in cash due to fractional rights through their financial intermediaries

(e) Will the Reverse Share Split affect the Havas share price?

The market price of each Ordinary Share at the close of trading on 17 November 2025 will be **increased mechanically and proportionally to the Reverse Share Split ratio**, i.e. multiplied by ten (10).

This does not mean that the Ordinary Share price will be maintained at this level: the price will depend on exchanges between supply and demand for the Ordinary Shares after the implementation of the Reverse Share Split on Euronext Amsterdam from 18 November 2025.

2 Management of fractional Ordinary Shares and compensation

(a) What are fractional shares?

Fractional Ordinary Shares are the remaining Ordinary Shares after the implementation of the Reverse Share Split, not forming a multiple of 10 (**Fractional Shares**, and each a **Fractional Share**).

Possible examples:

- ***Example 1: a shareholder holds 12,368 Ordinary Shares.*** *After deducting the number of Ordinary Shares forming a multiple of 10 (in this case, 1,236 Ordinary Shares), the shareholder is left with 8 Ordinary Shares. These 8 Ordinary Shares are known as Fractional Shares.*

- ***Example 2: a shareholder holds 8 Ordinary Shares.*** *As the number of Ordinary Shares is not a multiple of 10, all 8 Ordinary Shares form Fractional Shares.*

(b) What happens if my number of Ordinary Shares is not a multiple of ten (10)?

If your number of Ordinary Shares is not a multiple of ten (10), you hold Fractional Shares. You can therefore:

- **buy additional Ordinary Shares or sell excess Ordinary Shares**, directly on the market, to round your number of Ordinary Shares to a multiple of ten (10) during the Reverse Share Split period, i.e. from 16 October 2025 to 17 November 2025 inclusive; or

- **do nothing**: in this case, your financial intermediary should sell your Fractional Shares on the market and you should be indemnified in cash for the Fractional Shares you hold proportionally by your financial intermediary, within 30 days of 20 November 2025. This compensation does not require any action on your part.

(c) How will compensation be calculated and paid?

From 20 November 2025, Fractional Shares will be sold automatically on the market by your financial intermediary, who should make the proceeds available to you within 30 days. The amount of compensation will therefore depend on the number of Fractional Shares you hold, the share price applicable when your Fractional Shares are sold by your financial intermediary during this 30-day period, and the applicable taxation regime as described under (d) below. For further information, please contact your financial intermediary.

(d) Will I have to pay any costs as a result of the Reverse Share Split?

If you hold an exact multiple of ten (10) Ordinary Shares, the Reverse Share Split is **free of charge**.

If you do not hold an exact multiple of ten (10) Ordinary Shares and wish to manage your Fractional Shares, by buying or selling Ordinary Shares to round your number of Ordinary Shares to a multiple of ten (10), **the costs associated with any purchase or sell orders pertain to the relationship with your financial intermediary**. For further information, please contact your financial intermediary. In addition, the sale of Fractional Shares is likely to generate taxation for the shareholder. You are invited to contact your financial intermediary and/or usual tax advisor for any additional information.

(e) Is the Reverse Share Split automatic?

If you hold an exact multiple of ten (10) Ordinary Shares, you will have **no formalities** to complete, as these Ordinary Shares will be automatically consolidated by your financial intermediary on 20 November 2025, at a rate of one (1) new Ordinary Share for every ten (10) Ordinary Shares held prior to the implementation of the Reverse Share Split.

If you do not hold an exact multiple of ten (10) Ordinary Shares and if you have Fractional Shares on 19 November 2025, your financial intermediary **should automatically sell your Fractional Shares on the market and then compensate you** within 30 days of 20 November 2025.

(f) What happens to my Ordinary Shares after implementation of the Reverse Share Split?

The Ordinary Shares prior to the implementation of the Reverse Share Split and their ISIN code NL0015002AH0 will be automatically replaced by the new Ordinary Shares with a new ISIN code NL0015002K83.

3 Beneficiaries of equity Incentive plans

With regard to existing incentive plans based on financial instruments of the Company, the board of directors of the Company shall adjust the number of Ordinary Shares and the terms of the awards, applying corrective coefficients to ensure the conditions are substantially unchanged from those at the time of the awards.

4 How many Ordinary Shares does the Reverse Share Split cover?

The Reverse Share Split concerns the entire issued share capital of the Company, i.e. 991,811,490 Ordinary Shares on 13 October 2025.

5 Will the Ordinary Shares be suspended from trading during the Reverse Share Split?

No, existing Ordinary Shares with ISIN code NL0015002AH0 will be listed on Euronext Amsterdam until 17 November 2025 inclusive; trading of the new Ordinary Shares with new ISIN code NL0015002K83 will take place as from 18 November 2025.

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About Havas
Founded in 1835 in Paris, Havas is one of the world's largest global communications groups, with nearly 23,000 people operating in over 100 markets and sharing one mission: to make a meaningful difference to brands, businesses, and people. To meet the needs of its clients, Havas has developed a seamlessly integrated strategy and operating system, Converged, fusing all its global expertise, tools and capabilities, to create, produce, and distribute real-time, optimized, and personalized marketing solutions at scale. With inspired human ideas at the heart of this unique model, supercharged by the latest data, technology and AI, the teams work together with agility and in perfect synergy within Havas Villages to provide clients with tailor-made solutions that support them in their positive transformation. Havas is committed to building a diverse, inclusive, and equitable workplace that prioritizes the well-being and professional development of its talent. Further information about Havas is available at www.havas.com.