



PRESS RELEASE

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Havas enters into liquidity agreement to support stock liquidity

As of October 1, 2026, Havas N.V. ("Havas") announces that it has initiated a program to support the liquidity of Havas' ordinary shares.

This share management program (the "Liquidity Program") aims to support the trading and liquidity of Havas' ordinary shares on Euronext Amsterdam (Euronext: HAVAS, ISIN Code NL0015002K83).

The Liquidity Program falls within the authorization granted by the Shareholders' Meeting on May 13, 2026 (*Authorization of the Board of Directors to acquire fully paid-up shares in the Company's own share capital*), has an initial period of 12 months, and is automatically renewable for successive 12-month periods.

For the implementation of the Liquidity Program, the following resources were allocated by Havas to the liquidity account: a maximum amount of €1,000,000.

Kepler Cheuvreux S.A. was appointed to manage and foster the liquidity of Havas' ordinary shares. The liquidity agreement entered into between Havas and Kepler Cheuvreux S.A. for the purposes of the Liquidity Program may be terminated at any time by Havas, or subject to a notice period by Kepler Cheuvreux S.A., under the conditions stipulated in the liquidity agreement. The Liquidity Program's execution may also be suspended in accordance with its terms.

For the duration of the Liquidity Program, the Share Buyback Program, announced on May 13, 2026, will be suspended.

Havas will publish the trades under the Liquidity Program on a weekly basis on its website, available at: <https://www.havas.com/investor-relations-shareholders/regulated-information/>

This press release contains or may contain information about Havas N.V. within the meaning of Article 7(1) to (4) of EU Regulation No 596/2014.

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About Havas

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