

Puteaux, April 21, 2016

Q1 2016 revenue €M506 vs €M469 in Q1 2015

Reported growth: + 7.8%

Organic growth: + 3.4%

Yannick Bolloré, Havas Chairman and CEO, had this to say: *"We are satisfied with the organic growth of 3.4% achieved in Q1 2016. All our regions delivered growth despite high baselines, especially in the UK and US. This powerful momentum reflects the sustained loyalty of our clients and the excellent work done by our teams around the world, for which I would like to thank them. The level of New Business was particularly high in this early part of the year, and I would like to underscore the gathering pace of "Village" wins as testimony to the relevance of our integrated yet flexible business model.*

We can also take satisfaction from the successful integration of recent acquisitions such as FullSix, Just:: Healthcare, CSA, Intervalles, Symbiotix and Tribu, all of which have already made positive contributions to the Group's results. And our strategy of integration scored another success with the creation of the new Havas Paris from the merging of the Havas Worldwide Paris and Havas 360 agencies.

On the strength of this performance, wholly in line with our forecasts, we can once again look to the months ahead with confidence."

1. KEY FIGURES

Revenue (in €M)	Q1 2015	Q1 2016	Organic growth Q1 2016
EUROPE	224	252	4.1%
of which			
France	82	101	2.6%
UK	64	63	-1.6%
Other European countries	78	88	10.6%
NORTH AMERICA	178	187	1.2%
APAC & AFRICA	36	38	4.3%
LATIN AMERICA	31	29	11.4%
TOTAL	469	506	3.4%

2. GENERAL COMMENTS

Consolidated Group revenue for the first quarter of 2016 was €506 million, up from €469 million in Q1 2015, representing reported growth of +7.8% and organic growth of +3.4%.

Exchange rate effects had a negative impact of €M7 over the first quarter. Scope variations had a positive impact of €M27.

Highlights by region:

Europe:

Europe delivered organic growth of 4.1%. France turned in a positive performance thanks to close collaboration between the different areas of expertise in the Havas Village and strong growth from BETC Paris and Havas Media France. UK growth was held back by a high baseline, but the effects of recent new account wins should work through in the months ahead. Across the rest of Europe, the Group achieved organic growth of 10.6%, a performance driven by the media business. Germany, Portugal and Spain were the biggest contributors.

North America:

After two years of very strong growth, North America reported growth of 1.2% for Q1 2015. The slowdown, in line with our forecasts, was due for the most part to a very high baseline. Across the board, creative activities and healthcare communications businesses kept up their constant growth. Havas WW Chicago was noteworthy for its sterling performance, delivering double-digit growth.

Asia-Pacific & Africa:

The region reported solid growth of 4.3%. China and Australia emerged as the biggest contributors. Both benefited from the positive impact of last year's client wins such as Citroën or Defence Force Australia.

Latin America:

Despite a difficult macro-economic environment, Havas reported an 11.4% growth surge, driven mainly by Brazil and Argentina which both won many new clients. All the businesses played their part in delivering this fine performance.

3. NET NEW BUSINESS¹

Net business net¹ in Q1 2016 held up strongly at €788 million. The start of the year was marked by a number of Havas Village wins:

Maersk: FullSix + Havas Media Denmark + Havas Media UK

Jameson: FullSix + Havas Worldwide London

TIM: Havas Worldwide Milan + Havas Media Brazil

Teva: Havas Worldwide New York + Conran Design Group

Among the most significant other wins of Q1 2016 were:

Havas Creative Group:

Aachen Münchener: Havas Worldwide Dusseldorf (content marketing)
Angie's List: Arnold Worldwide (advertising duties)
Bonduelle: Rosapark (advertising duties)
Chiquita: Havas Worldwide Dusseldorf (digital duties)
Decathlon: BETC São Paulo (digital agency of record)
Danone Dumex: Havas Worldwide Malaysia (digital duties)
Energizer: Camp + King (advertising duties)
Jean Coutu: Havas Worldwide Canada (digital agency of record)
Foxy: Havas Worldwide Milan (integrated duties)
Heathrow Airport: Havas Worldwide London and Havas helia (integrated duties and CRM)
Herbalife: Havas Worldwide Shanghai (advertising duties)
Huawei: Havas Worldwide London (advertising duties)
In/Fusion: Socialyse (social media)
Mantequeras Arias: Havas Digital Spain (digital duties)
mBank: Havas Worldwide Prague (integrated duties)
Moën: Havas Worldwide Chicago (agency of record)
Monsieur Meuble: Havas Worldwide Paris (integrated duties)
Panda Express: Havas Formula (PR duties)
UGG: Camp + King (advertising duties)

Havas Media Group:

Avant: Havas Media USA
Bauhaus: Havas Media Germany
Bein Sports: Forward Media France
Bet 365: Havas Media Spain
Brinsa: Arena Media Colombia
Dr. Wolff: Havas Media Germany, Havas Media Austria, Havas Media Poland
Efteling: Havas Media Belgium
Electropura: Arena Media Mexico
Italtile: Havas Media South Africa
Lloreda: Havas Media Spain
Metrokia: Havas Media Colombia
Moen: Havas Media USA
MyCarNeedsA.com: Arena Media UK
Optical Discount: Havas Media France
Parques Reunidos: Arena Media Spain
Prosegur: Arena Media Spain
Savills: Arena Media UK
Squarespace: Havas Media Australia
TIM: Z+ Brazil
Uber: Arena Media UK
Unipharm: Havas Media Poland
Win Cash Live: Arena Media UK
Zdrovit: Havas Media Poland

4. AWARDS AND ACCOLADES

Havas Group talents and agencies once again won widespread recognition for their creative excellence.

Group agencies lifted a total of 24 international awards, including two 'Best of Show' at the Mobius Awards. At the IAC Awards, **Havas Worldwide Chicago** scooped six awards for its clients Hefty, Sears and DishLATINO and **Havas Worldwide Paris** took another four for its campaigns for EDF and La Marine Nationale.

At regional level, in Asia-Pacific the RECMA awards ranked **Havas Media Ortega** the top media agency in the Philippines for the second year in succession. At the Mob-Ex Awards, **Havas Worldwide Hong Kong** carried off a total of 13 awards, including seven Gold, three Silver, one Bronze and two 'Best of Show'.

French agencies were awarded at the Club des DA (**BETC Paris, Havas Worldwide Paris, Rosapark**) and the Grand Prix Stratégies du Marketing Digital (**FullSix France, Les Gaulois, BETC**).

Havas Event, BETC, Havas Worldwide Paris and **W** garnered a total of 11 awards at Top Com. The Hits d'Or CB News awards named **BETC Paris** Agency of the Year.

The 2015 Gunn Report ranked '*Unicorns*' for Canal+ by BETC Paris at number 10 in the Top 10 most awarded films worldwide.

In the UK, **Havas PR UK** took home three awards, including Best Campaign of the Year, from the RAD Awards for their campaign '*Is it in you to be a prison officer?*'. The **MAA Best Awards** singled out **Arnold KLP** for Cineworld and **AIS London** for Skoda.

5. CALENDAR

The Annual Shareholders' Meeting will be held on May 10, 2016 at 9.30am at the Havas headquarters in Puteaux.

The 2016 interim results will be announced on Thursday, July 21 at 5.45pm CET.

About Havas

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group now employs 18,000 people in over 100 countries. Havas is committed to being the world's best company at creating meaningful connections between people and

brands through creativity, media and innovation. Havas is also the most integrated Group in its sector, with most of its creative and media teams sharing the same premises, the Havas Villages, designed to increase synergies and creativity for all its clients and agencies.

Havas is organized into two divisions: Havas Creative Group and Havas Media Group. Havas Creative Group incorporates the Havas Worldwide network (havasworldwide.com), 316 offices in 75 countries, the Arnold micro-network (arn.com), 15 agencies in 12 countries, as well as several leading agencies including BETC. Havas Media Group (havasmediagroup.com) operates in over 100 countries, and incorporates four major international networks: Havas Media (havasmedia.com), Arena Media (arena-media.com), Forward Media and Havas Sports & Entertainment (havas-se.com).

Further information about Havas is available on the company's website: 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 *AMF (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 translates 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.

Other definitions:

Organic growth is calculated by comparing revenue for the current financial period against revenue for the previous financial period adjusted as follows:

- revenue for the previous financial period is recalculated using the exchange rates for the current financial period;
- to this resulting revenue is added the revenue of companies acquired between January 1 of the previous financial period and the acquisition date for the period in which these companies were not as yet consolidated;
- revenue for the previous financial period is also adjusted for the consolidated revenue of companies disposed of or closed down between January 1 of the previous financial period and the date of disposal or closure.

Organic growth calculated by this method is therefore adjusted for variations in exchange rate against the euro, and for variations in the scope of consolidation.

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