

Puteaux, May 5, 2015

Q1 2015 revenue up 20.6% at €469 million

Organic growth + 7.1%

Yannick Bolloré, Havas Chairman and CEO, said: *"Havas continued to deliver strong results in the first quarter with sustained growth of 20.6%. Organic growth is 7.1%. North America proved the Group's biggest growth driver, delivering revenue growth of 37.1% and double-digit organic growth as a result of dynamic performances from all our agencies, Arnold's continuing recovery, fast-paced growth from Havas Health and the positive impact of the strengthening dollar. Asia-Pacific also reported double-digit revenue and organic growth, fuelled mainly by Australia and China. Latin America posted growth of 11.3% for organic growth of 5.4%, which is highly satisfactory in light of the challenging economic environment in the region. Our European agencies achieved solid growth against a background of modest economic recovery. Once again, new business continued to be robust with significant major wins.*

Havas is reaping the benefits of a strong internal dynamic coupled with favorable external circumstances. Falling oil prices and a weaker euro are undoubtedly stimulating growth. In-house, our second media network, Arena Media, has gone from strength to strength, winning a host of new clients. We have also opened a third, independent media network, Forward Media, in Latin America and Europe. To maintain our leadership in constant innovation, we have continued to invest in new areas of expertise such as technology, data, mobile and content and have brought in new talent from within our industry and beyond.

This performance is testimony to the effectiveness of the strategic measures taken by the Group over the last two years. 'Together', our collaborative plan that puts creativity, innovation and media at the heart of all our businesses, is now paying off.

This successful start to the year encourages us to redouble our efforts in order to continue to build the most dynamic group in the industry over the coming years."

1. KEY FIGURES

Revenue (in €M)	Q1 2014	Q1 2015	Organic growth Q1 2015	Revenue growth Q1 2015
EUROPE	203	224	4.4%	10.0%
<i>of which</i>				
France	80	82	1.1%	1.6%
UK	52	64	6.7%	23.1%
Other European countries	71	78	6.2%	9.8%
NORTH AMERICA	130	178	10.2%	37.1%
APAC & AFRICA	28	36	10.1%	29.1%
LATIN AMERICA	28	31	5.4%	11.3%
TOTAL	389	469	7.1%	20.6%

2. GENERAL COMMENTS

Consolidated Group revenue for the 1st quarter of 2015 was €469 million compared to €389 million for Q1 2014, representing growth of +20.6%. Organic growth was +7.1%, compared to +3.0% for the same period in 2014.

Exchange rate movements had a positive impact of €40 million on revenue for the quarter.

Highlights by region:

Europe:

Organic growth for Europe as a whole was +4.4%. France delivered a positive performance, thanks in particular to BETC Paris and Havas Worldwide Paris, while the UK maintained a high growth rate to which all the creative and media businesses contributed. Germany, Switzerland and Poland also reported strong growth, signaling a more dynamic start to the year than in 2014.

North America:

All the Group's agencies contributed to the region's solid organic growth of +10.2% for the quarter, in particular Havas Life, Havas Worldwide Chicago, Arnold (confirming its upturn) and Havas Media, which won two significant accounts in Safelite and Sleepy's.

Asia-Pacific:

The region matched North America in delivering double-digit growth, with Australia and China the main contributors. Major wins included Axa Group by Havas Media in China and Tooheys Brewery by Host in Australia.

Latin America:

Growth in the region was satisfactory and in line with 2014. Brazil, Argentina and Colombia delivered the highest growth rates, with both Havas divisions contributing equally to results.

3. NET NEW BUSINESS¹

Net new business¹ for Q1 2015 held firm at €517 million.

The most significant wins in Q1 2015 were:

Havas Creative Group:

Accor: W&Cie

Arla: Havas Worldwide London (advertising duties)

Bausch & Lomb: Havas Worldwide Istanbul (integrated campaign)

Boostcase: Havas Formula (PR duties)

Cinepolis: Havas Worldwide Colombia (ATL duties)

DFS: Havas PR UK

Fiat Hellas: Fuel Athens (advertising duties)

Getty Images: Havas PR Prague (PR campaign)

La Caixa: Havas Worldwide Spain (digital duties)

Magners: Host Singapore (advertising duties)

Mercedes-Benz Vans: Havas Worldwide Melbourne and Red Agency (advertising and PR duties)

Peperami: Havas helia and Havas PR UK (digital duties)

Philipiak: Havas Worldwide Warsaw (digital duties)

Switzerland Tourism: Havas Worldwide Zurich (advertising duties)

Tooheys Brewery: Host Australia

Uninor: Havas Worldwide Gurgaon-India (advertising duties)

Vertu: Havas Worldwide London & Havas Work Club (advertising and digital duties)

Wedding Wire: Havas Worldwide New York (digital and branding duties)

Havas Media Group:

Aldar: Havas Media Middle East (media and digital duties)

Affinity: Arena France

AIA Insurance: Havas Media China

Axa: Havas Media China – account led by Havas Media Italy

Caterpillar: Havas Media India (digital duties)

Cigna: Havas Media China

Coca-Cola: Havas Sports & Entertainment (sales duties)

Danone: Havas Media Turkey (digital duties)

Finaest: Havas Sports & Entertainment Italy

H&M: Havas Media Portugal

Jazztel: Arena Spain

Kopiko: Havas Media Philippines

Lisea: Havas Media France

Merck: Havas Media Taiwan

Miway: Havas Media South Africa

Numericable: Havas Media France

Pfizer: Havas Media Singapore

Pintuco: Havas Media in LATAM

Playboy: Arena Media

Safelite: Havas Media USA (agency of record)

Sleepy's: Havas Media USA

Snapdeal: Havas Media India

Sotheby's: Havas Media International London and Havas Media New York

South Beach Hotel: Havas Media International Singapore

Stif: Havas Media France

Viadeo: Havas Media France

Virgin Atlantic: Cake

4. AWARDS AND ACCOLADES

Havas Group talents and agencies continue to win recognition for their creative excellence.

Havas has two campaigns in the Top 3 most watched ads on YouTube in France:

- No. 1 'Just Dance' for Coca-Cola, designed and produced by **Havas Sports & Entertainment**
- No. 3 'The Amazing Baby & Me' for Evian, designed and produced by **BETC**

Group agencies carried off some thirty international awards, including three "Best of Show" at the Mobius Awards, plus six awards including a Grand Prix at the Internationalist Awards for Innovation in Media.

By region, in Asia-Pacific the 'Fair Go Bro' campaign by **Havas Worldwide Australia** for Virgin Mobile made the Top 10 of the WARC world's 100 best marketing campaigns of 2014. The Gunn Report ranked **Havas Worldwide Australia** 6th most awarded digital agency of 2014.

At the Mob-Ex Awards, the 'McDelivery' campaign for McDonald's by **Mobext Philippines** took two Gold awards and one Silver.

In Latin America, the 'Happy ID' campaign for Coca-Cola by **Havas Media Peru** was named among the best campaigns of 2014 in the Gunn Media Report. **Havas Worldwide Brazil** was named Agency of the Year by the ABP.

A number of French agencies (**BETC, Les Gaulois, Havas Worldwide Paris, Havas Media**) were awarded at both the Club des DA awards and the Stratégies Grand Prix for Digital Marketing. **BETC** and **Havas Worldwide Paris** won the Top Com Grand Prix in the 'Corporate Business or B2B' category.

Four Havas agencies made the Top 10 of the CB News Hits d'Or: **BETC** at no.1, **Les Gaulois** at no. 2, **Havas Worldwide Paris** at no. 7 and **Rosapark** in 10th place.

In the UK, **AIS London** won Silver for Direct at the Creative Circle, while **Havas Lynx** and **Havas Life Mediacom** walked away with a total of five Gold awards from the PM Society Awards.

5. CALENDAR

The Annual Shareholders' Meeting will be held at 9am on June 4, 2015, at the Havas headquarters in Puteaux.

The 2015 interim results will be announced on Thursday, August 27, at 5:45 pm CET.

About Havas

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group now employs 16,000 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 commercial brands: 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.

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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