

Bucharest, 24th September, 2012

**HAVAS REBRANDS EURO RSCG WORLDWIDE NETWORK TO "HAVAS WORLDWIDE"
TO UNDERScore UNIQUE INTEGRATED STRUCTURE**

*HAVAS REINFORCES ITS POSITION AS THE MOST INTEGRATED, AGILE
ENTREPRENEURIAL AND CLIENT-FOCUSED COMMUNICATIONS GROUP*

The digital revolution has broken down the borders between creative and media and within the different communication disciplines, and technology is in the process of transforming business models in many sectors including the advertising industry.

Against this background, Havas has implemented a unique business model with a simple, clear, agile and integrated structure placing digital at the core of all its activities and agencies, unifying creative and media assets and strengthening the visibility of its global brand by renaming its largest network.

David Jones, CEO Havas, commented: *"A decade ago, we set ourselves apart by being the first major communication holding company to place digital at the core of all our agencies around the world. I think we're once again pioneering through the integration of creative, media and digital. Our industry doesn't make it easy for clients. They are the ones who have to do the hard job of sifting through big bureaucratic holding companies to try to get a variety of different companies, cultures and P&L's to work together ; to try to get creative, media and digital to collaborate.*

With this name change and with the moving together of our creative and media companies in Paris and New York, we're aiming to reinforce a key competitive advantage of Havas – that we're the most integrated of all of the communications groups with the simplest structure that can offer our clients a powerful combination of creative excellence, digital expertise, scale, agility and innovation."

The Havas group will now consist of 2 main brands: **Havas Media**, which includes all global media agencies, and **Havas Creative**, which includes the **Havas Worldwide** network and the **Arnold Worldwide** micronetwork (16 agencies in 15 countries on 5 continents) and the **other** communications agencies.

As of today all **Euro RSCG** agencies are renamed **Havas Worldwide** (316 offices in 75 countries, including the Euro RSCG, Euro RSCG Life, Euro RSCG 4D and Euro RSCG WW PR brands). The rebrand will not create any changes in leadership.

David Jones added: *"Today with the rebranding we're making a small change, but it's one we want to use as a catalyst for driving big change through Havas and the broader industry."*

ADDV Euro RSCG S.A. will now be called HAVAS Worldwide Bucharest S.A.

Adrian Dura, CEO of the Bucharest office says:

"The simplified structure and naming that shows a unibrand structure will make our group more relevant, more competitive and more present in the minds of our actual and potential clients"

The rebranding also includes the creation of **Havas Digital Group**, a new umbrella brand that will operate across both media and creative. Havas Digital Group will purely be a brand name as opposed to a new network or new operational division and reflects Havas's continued commitment to its digital at the core model.

The Havas Media brand remains unchanged and will reveal a new visual identity at the beginning of 2013.

About Havas

Havas (Euronext Paris: HAV.PA) is a global advertising and communications services group. Headquartered in Paris, Havas operates through its two Business Units, Havas Creative and Havas Media, in order to optimize synergies and further reinforce Havas' position as the most integrated of all of the major holding companies.

Havas Creative incorporates the Havas Worldwide (www.havasworldwide.com) network - formerly Euro RSCG Worldwide) - (316 offices in 75 countries), the Arnold (www.arn.com) micronetwork (16 agencies in 15 countries on 5 continents) as well as other agencies with strong local identities.

Havas Media (www.havasmedia.com) operates in over 100 countries and incorporates the MPG, Arena Media, Havas Sports & Entertainment and Havas Digital networks.

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 15,000 people. Further information about Havas is available on the company's website: www.havas.com

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