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Paris, 11 May 2017

HAVAS HAS BEEN INFORMED OF AN INDICTIVE OFFER SUBMITTED BY VIVENDI TO ACQUIRE GROUPE BOLLORE'S STAKE IN HAVAS

Vivendi has submitted today an indicative offer to Groupe Bolloré to purchase the approximately 60% stake it owns in Havas at a price of 9.25 euros per share, financed by Vivendi's available cash. The price offered provides an instant premium of 8.8% over the closing price for Havas shares on May 10, 2017. Factoring in the detachment of the €0.18 per share dividend declared by Havas, the share offer price represents a premium of 11.2% over the Havas share price on May 10, 2017 (ex-dividend), 11.5% over the weighted average share price over the past month (ex-dividend) and 20.6% over the weighted average share price for the last twelve months (ex-dividend).

If Vivendi's offer is accepted, Vivendi would enter a new phase of development to accelerate its building of a leading world-class content, media and communications group and will ensure the newly created group a unique positioning in an environment in which content, distribution and communications are converging.

If this transaction is successful, it would enable Havas to leverage Vivendi's skills in talent management, content creation and distribution. In return, Vivendi will gain access to Havas's expertise in consumer science, data analytics and new creative formats.

Vivendi wishes to preserve jobs and to allow Havas to develop its business in a industry which is undergoing rapid consolidation and is threatened by increasing competition from companies coming from other sectors.

The closing of this transaction remains subject, among others, to the completion of satisfactory due diligence, the execution of a share purchase agreement between Vivendi and Groupe Bolloré, the consultation with the employee representative bodies and the approval of the relevant competition authorities.

If the acquisition is completed, in accordance with applicable law, Vivendi will launch a simplified public tender offer on the remaining Havas shares at the same price, without seeking a delisting of Havas shares.

Havas will have the opportunity to communicate further and in more detail on this alliance, if the operation is successful.

About Havas Group

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group employs 20,000 people in over 100 countries. Havas Group is committed to being the world's best company at creating meaningful connections between people and brands through creativity, media and innovation. Based on a client-centric model across media and creative, the Havas Group is the most integrated company in its sector. We operate with three business units (creative, media and healthcare & wellness) within our Havas Villages all over the world where teams share the same premises ensuring agility and a seamless experience for clients.

#ToBetterTogether

Further information about Havas Group is available on the company's website: www.havasgroup.com

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