

Paris, September 27, 2022

## **Vivendi strengthens its Strategy and Innovation Department with the appointment of Fabien Aufrechter as Vice President, Web 3.0**

Fabien Aufrechter, an expert in blockchain and metaverse technology at Havas, has been appointed Vice President, Web 3.0 at parent company Vivendi. In this capacity, he joins the Strategy and Innovation department headed by Félicité Herzog, while continuing some duties at Havas.

As part of its strategic plan, Vivendi identified Web 3.0 as a major development focus in relation to its *Creation Unlimited* raison d'être and supports projects in this field consistent with its CSR policy.

*"We are delighted to welcome Fabien Aufrechter who will bring his unique experience to help Vivendi position itself in the metaverse and, more broadly, in Web 3.0,"* said Félicité Herzog, Vivendi's Chief Strategy and Innovation Officer and member of its Executive Committee.

*"Following a hackathon attended by experts from all our businesses, we identified major projects within the metaverse, leveraging our intellectual properties, and are currently assessing their technical feasibility and business model. Fabien joins a dedicated task force in which all of the Group's creative and technical talents are represented. This modus operandi gives us greater agility to promote the innovative services expected from the European metaverse".*

Fabien Aufrechter commented: *"Vivendi has a huge head start in Web 3.0 because of its pioneering talents, several years of internal projects, already more than a hundred clients and supported projects, as well as valuable internal audit work. Decentralized technologies represent a business lever and a major transformation tool for Vivendi. I am happy to be part of this adventure."*

*Fabien Aufrechter holds degrees from the Paris-Sorbonne University and CELSA. He joined Havas in 2015 and launched its blockchain activities in 2018 before creating the "Havas Sovereign Technologies" consulting service to support the group's clients in adopting advanced technologies. A member of Havas Media's Ethical and Data Committee, he is also a lecturer at several prestigious universities. In addition, Fabien Aufrechter has been the mayor of a French municipality close to Paris since 2020.*

**Picture available on request.**

### **About Vivendi**

*Since 2014, Vivendi has been building a world-class content, media and communications group. The Group owns leading, highly complementary assets in television and movies (Canal+ Group), communications (Havas Group), publishing (Editis), magazines (Prisma Media), video games (Gameloft) and live entertainment and ticketing (Vivendi Village). It also owns a global digital content distribution platform (Dailymotion). Vivendi's various businesses cohesively work together as an integrated industrial group to create greater value. Vivendi is committed to the environment and has set the goal of contributing to global net zero carbon by adopting an approach in line with the Paris Agreements. In addition, the Group is helping to build more open, inclusive and responsible societies by supporting diverse and inventive creative works, promoting broader access to culture, education and its businesses, and increasing awareness of 21<sup>st</sup>-century challenges and opportunities. [www.vivendi.com](http://www.vivendi.com).*