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HAVAS PUSHES ITS INTEGRATION AND DIGITAL STRATEGY INTO MEDIA

HAVAS FURTHER SIMPLIFIES ITS BRANDS AND STRUCTURE TO CREATE THE MOST
INNOVATIVE CLIENT FOCUSED MEDIA GROUP

Havas today announced another step forward with its integration strategy to underscore its simple and agile structure.

The newly created 'Havas Media Group' will include all of Havas's media agencies, consisting of Havas Media (operating in 126 markets), within which its media brand MPG and its digital brand Media Contacts will be fully incorporated and rebranded, and Arena Media (operating in 13 markets). The rebrand is supported by a new simplified structure that places its digital expertise and content marketing at the core of its operations. This move brings the media side of the business in line with the structure of Havas's creative division, Havas Creative Group (composed of the Havas Worldwide global network and Arnold Worldwide micro-network).

Alfonso Rodés, Havas Media Group's CEO comments: *"The explosion of digital media means that no one can afford to deliver a siloed approach to communications. This new media model integrates our digital expertise "at the core" of our organisation, promoting greater agility between all our teams and disciplines. It's a simple yet progressive move that enables us to harness the digital transformation that has hit all types of media. By reorganising our teams, changing the lines of reporting and investing in building company-wide digital fluency, we put ourselves in a unique position in the industry. Our scale and simplicity allows us to present clients with a shared vision that meets consumer demand for more meaningful connections."*

The new media organisation allows Havas to continue its strategy to be the first major communications holding company to invest in establishing digital excellence at the center of all its agencies around the world. The new structure will place its specialised units such as Artemis (the group's global data management network), Mobext (mobile network), Socialyse (social media), and Affiperf (Havas's global trading desk) so that they are more accessible to the teams from both Havas Media Group and Havas Creative Group.

On the content marketing side, Havas Sports & Entertainment will support this structure with its 36 international offices, alongside such as Cake (Paris, London, New York) Havas Event and Havas Productions.

To manage this new organisation the group has formed a new executive committee managed by Alfonso Rodés as the CEO of Havas Media Group. Dominique Delpont, CEO of Havas Media France is appointed as Global Managing Director for the Havas Media Group. Reporting to Alfonso Rodés, CEO Havas Media Group, he will be in charge of the

commercial activity for all countries and all brands, strategy, new business, digital integration and intelligence. Michel Sibony, “Global Head of Middle Office”, will manage all global planning and buying operations as well as the group’s digital and specialist offers. Jordi Ustrell, “Global Head of Back Office” will oversee the global support services such as IT, HR, legal and finance

Michel Sibony Global Head of Middle Office: *“We need to guarantee our clients more consistency in every market and more speed in the delivery of this change to provide greater effectiveness and more efficiency when leveraging the new technological given by data management and technological platforms.”*

To support this move the Havas Media brand will be relaunched on Jan 24th with a new identity to reflect the tighter, more integrated organisational structure.

Dominique Delpont concludes: *“Our clients need change and innovation more than ever because beyond media, digital affects any business with great opportunities but also potential disruption. Understanding the relationship between brands and consumers, especially for the growing digital generation, is essential. Our aim is to form a new company that lies at the intersection of the traditional international holding groups and the new style of innovative, digital companies. It’s an exciting challenge for our clients and our teams.”*

About Havas

Havas (Euronext Paris: HAV.PA) is one of the world’s largest global advertising, digital and communications groups. Headquartered in Paris, Havas operates through its two Business Units, Havas Creative and Havas Media.

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

Havas Media (www.havasmedia.com) is the world’s fastest growing media group, operating in over 100 countries and incorporates two major commercial brands: Havas Media (ex MPG) and Arena.

A multicultural and decentralized Group, Havas is present in more than 100 countries through its networks of agencies and contractual affiliations. The Group offers a broad range of communications services, including digital, 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

Contacts :

Communications : **Lorella Gessa**
Communications Director, Havas Group
Tel : +33 (0)1 58 47 90 36
Lorella.gessa@havas.com

Suzie Warner
Global Marketing Director, Havas Media
Tel : +44 (0)7968 450 185
suzie.warner@havasmedia.com

Investor Relations : **Aurélie Jolion**
Director of Investor Relations, Havas Group
Tel : +33 (0)1 58 47 92 42
aurelie.jolion@havas.com