



Puteaux, April 5th, 2013

Havas announces launch of new digital agency in China WPP's Wunderman Brendan Tansey appointed CEO

Havas today announced the launch of Socialistic China, part of Havas Worldwide Digital. The agency will specialize in digital work in Greater China, therefore reinforcing Havas Worldwide's digital offer in the area by creating meaningful social engagement and digital dialogue between brands and consumers. Brendan Tansey, digital pioneer and former CEO of Wunderman UK, has been named CEO.

David Jones, CEO of Havas commented: *"We are at the dawn of the emergence of the next generation of global brands from China and the next wave of social innovation, which will present even greater opportunities for Havas and our clients. Brendan's task will be to continue the exciting growth trajectory of our digital business in China. I am delighted to welcome him back to the Havas Group and excited about the impact he can make creating a world class digital agency."*

Tansey is no newcomer to Havas, having had a 16 year career with Havas Worldwide (formerly Euro RSCG) from 1991 to 2007. In 1995, at the dawn of the internet era, he founded digital agency Euro RSCG Interaction in Sydney whilst at the same time helping to build a digital network across Asia. In 2005 he was appointed CEO of Euro RSCG Australia, a position he held for 3 years.

Tansey's latest role before returning to Havas was as CEO of Wunderman UK, the UK's largest direct and digital agency employing 400 people. Brendan's task was to digitize the agency which he did successfully with digital billings progressing from 30% to 68% over 4 years. Brendan sat on the global board of Wunderman.

"I'm immensely excited to be starting an agency in the greatest market in the world. I firmly believe China's more collective mindset will generate the next wave of the social revolution with platforms like WeChat and Weibo being the evidence. Combine that with what's happening economically and the speed of brand evolution and there could be no more exciting place to build a social agency right now."

The agency, which launched this week opens its doors with a staff of 20 people based in Shanghai. Clients include Jala, Ivory baby, Peugeot, Danone infant nutrition, Hersheys, Freescale and Seagate.

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. 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

About Havas Worldwide

Havas Worldwide, formerly known as Euro RSCG Worldwide, is a leading integrated marketing communications agency and was the first agency to be named Global Agency of the Year by both *Advertising Age* and *Campaign* in the same year. The Havas Worldwide Network is made up of 11,000 employees in 120 cities and 75 countries, with 316 offices and provides advertising, marketing, corporate communications, and digital and social media solutions to clients, including Air France, BNP Paribas, Charles Schwab, Citigroup, Danone Group, IBM, Kraft Foods, Lacoste, Merck, Pernod Ricard, PSA Peugeot Citroën, Reckitt Benckiser, Sanofi, and Volvo. Headquartered in New York, Havas Worldwide is the largest unit of the Havas group, a world leader in communications (Euronext Paris SA: HAV.PA)

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