

Puteaux, 29 April 2014

## **HAVAS ACQUIRES DIRECT RESPONSE COMPANY REVENUE FRONTIER**

Havas announced today that it has acquired Revenue Frontier, the Santa Monica, California-based direct response company that specializes in aggregating distribution and distributing content.

Revenue Frontier will report into Havas Edge, the world's largest vertically integrated full-service direct response agency.

Revenue Frontier is in the business of aggregating media distribution through television and radio and distributing direct response content primarily on a pay-per-order basis. Established over twenty years ago, Revenue Frontier has a perfected, proprietary CPA, or Cost per Acquisition, model, and delivers long- and short-form television content in both English and Spanish to over fifty million homes via satellite or remotely deployed servers. Revenue Frontier 2013 revenue was \$ 6.2 million.

**Yannick Bolloré**, Chairman & CEO of Havas, said: *"We are very excited to welcome Revenue Frontier. Innovation is key for us, and our targeted acquisition strategy focuses on agencies with innovative, forward-looking tech approaches that enable us to anticipate client needs. Together with Steve's team at Havas Edge, Revenue Frontier will help us strengthen our already first-class direct response offer and maximize results for our clients"*.

*"I'm very enthusiastic about adding Revenue Frontier's experience and complimentary capabilities to Havas Edge's clients,"* said **Steve Netzley**, CEO of Havas Edge.

*"They are a best-in-class team whose culture fits perfectly with that of Havas Edge and I am highly optimistic about the value they will add to Edge's clients and the value Edge will add to Revenue Frontier,"* Netzley added.

*"I am absolutely thrilled for Revenue Frontier to now be part of Havas's vast array of services,"* said **Greg Thomas**, founder and CEO of Revenue Frontier. *"Both our content clients and distribution affiliate partners will immensely benefit from this partnership."*

## **ABOUT HAVAS**

Havas (Euronext Paris SA: HAV.PA) is one of the world's largest global communications groups. Headquartered in Paris, Havas operates through its two divisions: Havas Creative Group and Havas Media Group.

Havas Creative Group incorporates the Havas Worldwide ([www.havasworldwide.com](http://www.havasworldwide.com)) network - formerly Euro RSCG Worldwide - (316 offices in 75 countries), the Arnold ([www.arn.com](http://www.arn.com)) micro-network (15 agencies in 12 countries) as well as several other strong agencies.

Havas Media Group ([www.havasmedia.com](http://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), Arena and the Havas Sports & Entertainment network.

A multicultural 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 16,000 people. Further information about Havas is available on the company's website: [www.havas.com](http://www.havas.com)

## **ABOUT HAVAS EDGE**

Havas Edge is the largest vertically integrated full-service direct response agency in the world. With expertise across all digital, broadcast and media domains, Edge succeeds by helping to build their clients businesses, and brands, in that order. Edge is a leader in leveraging predictive analytics and proprietary data analysis to help clients succeed in generating direct response revenues in a multi-channel world. Edge's recent client roster includes AT&T, Barclays, Bosley, Cancer Treatment Centers of America, Citibank, DraftKings, DIRECTV, Lexmark, Lifelock, Select Comfort, The Hartford, Visa, VistaPrint and more.

## **ABOUT REVENUE FRONTIER**

Revenue Frontier is in the business of aggregating media distribution through television and radio and distributing direct response content primarily on a pay-per-order basis. For over twelve years, Revenue Frontier has been able to perfect a proprietary CPA, Cost per Acquisition, model that has proven to be a consistent winner for both content providers like direct response leader Guthy-Renker and distribution affiliates like DirectTV, Dish, Comcast, Time Warner, Charter, Cox, U-verse and others. Revenue Frontier's model is based on charging a predetermined bounty per order or lead post sale. Revenue Frontier delivers long form and short form television content in both English and Spanish to over sixty million unduplicated television homes and over one hundred million duplicated homes via satellite or remotely deployed servers. RF has over three hundred individual distribution affiliates broadcasting content over seven hundred and fifty different television channels either on a local, regional or national footprint. By understanding the client media perspective as well as the distribution affiliate station's point of view, Revenue Frontier is able to program the best DR content to maximize results for all parties involved.

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