

Puteaux, 20 May 2014

HAVAS ACQUIRES WORK CLUB, THE LEADING LONDON BASED DIGITAL AGENCY

Havas today announced that it has acquired Work Club, the London based leading full service social, mobile, digital marketing agency.

Work Club is a digital and social marketing agency which develops Digital Business Ideas for its clients. The agency executes through innovative platforms, products and creative content fit for the mobile and social world. The agency deploys, manages, measures and optimizes in markets globally.

Yannick Bolloré, Chairman & CEO of Havas, said: *“Welcoming Work Club to Havas is another important move in the development of our global ‘innovation inside’ strategy. It further boosts Havas’ digital offering where creativity, media and data converge to produce a unique collaborative approach for our clients. Work Club is a dynamic and creative agency, and one of the best digital players in the industry. Being part of Havas will give them an international edge and scale. I am excited about our partnership”*.

Work Club was founded in 2007 by Martin Brooks, Jon Claydon, Andy Sandoz and Paddy Griffith and joined by two further partners Ben Mooge and Lisa De Bonis in the same year. The agency now employs 100 full-time staff and its revenue has grown to £6 million. Its clients include Pernod Ricard, Walmart / Asda, Coca-Cola, Iglo, Sony and Heineken. Through the acquisition of Work Club, Havas also acquires top-class new talent. The agency has a core management team of highly experienced professionals who are amongst the leading digital thinkers and innovators in the industry. Their combined expertise allows them to deliver their clients top-class work with an increasingly global perspective. The agency will become Havas Work Club and will be part of the Havas Worldwide UK Group led by Kate Robertson, Chairman of the Group’s agencies in the UK. Havas Work Club will also work with global brands all over the world, reporting directly to Andrew Benett, Global Chief Executive Officer, Havas Worldwide.

“It’s the confluence of brand creativity with media and data that we see in Havas. A network small enough and far sighted enough to build the first true global full-service agency approach,” said **Paddy Griffith**, CEO of Work Club.

Work Club was named UK Digital Agency of the Year by *Campaign* in 2012 and was named in *Advertising Age’s* Global A-List of creative agencies the same year.

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) network - formerly Euro RSCG Worldwide - (316 offices in 75 countries), the Arnold (www.arn.com) micro-network (15 agencies in 12 countries) as well as several other strong agencies.

Havas Media Group (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

ABOUT WORK CLUB

Work Club is an industry-leading digital advertising agency based in London, UK.

The agency has been named UK Digital Agency of the Year by Campaign (2012) and Marketing (2011). Its creative work has been awarded and recognised by One Show and Advertising Age who named Work Club in its Global A-List of creative agencies (2012).

The agency's innovative work addresses a wide range of business, commercial and communications challenges for an international client base including Pernod Ricard, Coca-Cola, Walmart / Asda, Heineken International, Telefonica, McLaren F1 and Sony PlayStation.

With a staff of 100 creative, strategy and tech specialists, Work Club's mission is not only to produce innovative advertising, but to innovate advertising itself.

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