



PRESS RELEASE

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## HAVAS STRENGTHENS ITS MOBILE EXPERTISE BY ACQUIRING PLASTIC MOBILE IN CANADA

Havas announced today the acquisition of Plastic Mobile, an award-winning mobile agency that builds applications and other strategic solutions for m-commerce, encompassing retail, loyalty, payments, coupons, and in-store initiatives. The new entity will be a full-service mobile agency with practice areas in strategy, user experience, design, and engineering.

Plastic Mobile will be integrated within Canada's Havas Village offer, which also includes Havas Worldwide, Havas Worldwide Digital, and Havas Media. The acquisition represents Havas's commitment not only to furthering its mobile and digital capabilities in Canada, but also to bolstering its offering to North American clients. It follows on the recent announcement of Havas Worldwide Canada's restructuring and the integration of its Toronto and Montreal teams within the Havas village model.

**Yannick Bolloré**, Chairman and CEO of Havas Group, commented, *"I'm thrilled to welcome Plastic Mobile to the Havas Group. Plastic Mobile is the premier agency for mobile and digital needs in the Canadian market. With proven results and savvy business strategies that propel top-tier brands into the fast-paced mobile revolution, this acquisition will strengthen our digital potency and capabilities."*

Plastic Mobile serves brands looking to disrupt the mobile app market and lead with innovative technologies. It has represented flagship clients such as Rogers, REALTOR, Ontario Lottery and Gaming (OLG), Scotiabank, AIR MILES, Pizza Pizza, Brookfield, and Beyond the Rack.

*"As mobile continues along its explosive growth path, our agency recognized that it was the right time to join a large international group in order to continue our development and attract more Fortune 500 brands,"* **Melody Adhami**, President of Plastic Mobile, said of the acquisition. *"Being part of Havas will enable us to benefit from the strategic advantages of a world leader in communications and its network of industry experts and global resources."*

**Andrew Benett**, Global CEO of Havas Creative Group and Havas Worldwide added: *"In today's world, consumers choose where and when to engage with brands. Plastic Mobile complements our offer in the Canadian market delivering engaging, consistent, and integrated experiences on every screen."*

### **About Havas**

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group now employs 16,000 people in over 100 countries. Havas is committed to being the world's best company at creating meaningful connections between people and brands through creativity, media and innovation. Havas is also the most integrated Group in its sector, with most of its creative and media teams sharing the same premises, the Havas Villages, designed to increase synergies and creativity for all its clients and agencies.

Havas is organized into two divisions: Havas Creative Group and Havas Media Group. Havas Creative Group incorporates the Havas Worldwide network ([havasworldwide.com](http://havasworldwide.com)), 316 offices in 75 countries, the Arnold micro-network ([arn.com](http://arn.com)), 15 agencies in 12 countries, as well as several leading agencies including BETC. Havas Media Group ([havasmediagroup.com](http://havasmediagroup.com)) operates in over 100 countries, and incorporates four major commercial brands: Havas Media ([havasmedia.com](http://havasmedia.com)), Arena Media ([arena-media.com](http://arena-media.com)), Forward Media and Havas Sports & Entertainment ([havas-se.com](http://havas-se.com)). Further information about Havas is available on the company's website: [havas.com](http://havas.com)

### **Havas Worldwide**

Havas Worldwide is a leading integrated marketing communications agency and was the first 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 316 offices in 120 cities and 75 countries, and provides advertising, marketing, corporate communications, and digital and social media solutions to some of the largest global brands. 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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