

Puteaux, Friday, October 2<sup>nd</sup>, 2015

## **Havas acquires, from the Bolloré Group, CSA and the Intervalles agency**

Havas today announced its acquisition of market research group CSA and the Intervalles agency, both formerly wholly owned subsidiaries of Bolloré Group (owner of a 60% stake in Havas), and together representing total gross margin of €16 million and a total workforce of 160.

These acquisitions further strengthen Havas' leadership in consumer knowledge, research, data and insight and add to its experiential capacity.

CSA carries out market research designed to anticipate future shifts in society on behalf of key economic sectors (banking and insurance, mass retailing, transport, etc.), and also conducts opinion polls. Synergies with the Group's French agencies will pave the way for innovation in measuring media effectiveness in France and around the world, helping to boost organic growth for our clients.

Intervalles, founded in 2001, is an event production agency with an established presence in street marketing and drive-to-store, connecting brands, audiences and products through the experiential campaigns it designs.

### **About Havas**

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group now employs 17,500 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 international networks: 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)

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