



Paris, February 16th 2016

## HAVAS ACQUIRES A LEADING GERMAN SOCIAL MEDIA AGENCY “BEEBOP”

The Havas Group has acquired a 100% stake in beebop media ag, a Hamburg based social media and ambient agency. The agency, renamed Havas beebop GmbH, will integrate into the Havas Worldwide network and be part of the Havas Village Hamburg.

Founded in 2007, beebop has a team of 25 people and is located in Hamburg's based Schanzenviertel. It offers its clients consulting, concept and campaigning activities relating to social media and ambient media themes. Due to its impressive growth and numerous prize-winning campaigns, beebop was awarded the 'European Newcomer Agency of the Year 2014' at the European Excellence Awards. The management team, Pedro Anacker and Sven Wiesner, will remain Managing Directors.

**Yannick Bolloré**, CEO of Havas, said: *"I'm delighted to welcome beebop to the Havas family. Their expertise will further enable us to meet the increasing demand for social and ambient media for our existing and future clients. In keeping with our acquisition policy that targets specialized and forward thinking agencies, we have found in beebop a perfect fit and a shared philosophy for innovation and collaboration. Our teams are on the same wave length and have already been working together over the past few months for some of our fantastic shared clients such as Deutsche Asset & Wealth Management, RaboDirect and PayPal."*

CEO of Havas Worldwide Germany, **Christian Claus**, commented *"The acquisition of beebop was a logical decision following the successful joint projects for our clients. We are very pleased about this partnership to complement Havas Worldwide Germany with specialized disciplines and creative talent."*

*"We are happy to join the Havas Group. This is an important milestone for us. As a specialist social media agency, we now have the chance to benefit from the affiliation with Havas to support our clients in other areas of communication as well as at international level"* adds **Pedro Anacker**, founder of and Managing Director at beebop.

**Sven Wiesner**, Managing Director at beebop added: *"This is probably the most important chapter in the beebop story! It's our goal to continue growing profitably as well as implement innovative social media and ambient media services for strong brands. To this end, Havas offers us optimal conditions for contributing and safeguarding our strengths and corporate culture so as to jointly get more performance on the road"*.

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Photos of the Havas WW and Havas beebop GmbH management teams are available here: [https://www.havas.com/media/686381/Press\\_Picture.zip](https://www.havas.com/media/686381/Press_Picture.zip)

### **About Havas**

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group now employs 18,000 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 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)

### **About Havas Worldwide**

Havas Worldwide is one of the world's leading communications networks. It was Cresta's Network of the Year four years in a row and was the first to be named Global Agency of the Year by both Advertising Age and Campaign in the same year. Committed to collaboration, Havas brings together experts across creative, media, and data to provide the most integrated offering on the market. Across 75 countries, 120 cities, and 316 offices, all 11,500 employees work with best-in-class partners to create, share, and learn.

Headquartered in New York, Havas Worldwide is the largest unit of Havas Group, a world leader in communications (Euronext Paris SA: HAV.PA). For more information, visit [havasworldwide.com](http://havasworldwide.com), or follow Havas Worldwide on Twitter (@[havasww](https://twitter.com/havasww)) or Facebook ([facebook.com/havasworldwide](https://facebook.com/havasworldwide)).

### **About Havas beebop**

beebop media ag was launched in 2007. Located in Hamburg's Schanzenviertel district, the agency presently employs 25 staff. beebop provides its clients services spanning analysis, conceptualisation, strategy, project management and implementation in social media and ambient media. As of February 2016, the agency is now a wholly-owned subsidiary of Havas Worldwide Germany and trades under the name of Havas beebop GmbH. Clients include Campari, eprimo, mobilcom-debitel, PayPal, Langnese, freenet, Eppendorf und Backfactory.

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