



P R E S S R E L E A S E

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HAVAS STRENGTHENS ITS PRESENCE IN CANADA BY ACQUIRING LEADING AGENCY TP1

Jan-Nicolas Vanderveken named President of Havas Worldwide in Montreal

The Havas Group announced today the acquisition of TP1, a full-service digital agency in Montreal, Quebec, known for its strategic expertise in marketing and communications and its commitment to outstanding user experiences, open technologies and web accessibility. The acquisition will increase Havas's full-service integrated offering in Quebec, with the enhanced digital capabilities of TP1.

Jan-Nicolas Vanderveken, founding partner of TP1, has been named President of Havas Worldwide Montreal, bringing with him 20 years of experience in communications and marketing. He will report to Helen Pak, CEO & Chief Creative Officer of Havas Worldwide Canada. Jan-Nicolas is a recognized thought leader and influencer across the digital, advertising and creative worlds. He is a long-time, active conference speaker on various subjects including creative agility, a board member of the Association of Creative Communications Agencies (A2C) and is involved in Montreal's cultural community.

Yannick Bolloré, CEO Havas Group, said, *"Welcoming a leading digital agency such as TP1 to the Havas Group is very exciting. This acquisition represents an outstanding opportunity to accelerate growth in Quebec and complement our existing digital service offering in Montreal. Jan-Nicolas, a prominent influencer and ad industry veteran, and his team of 40 experts are fantastic additions to our talent pool in Canada."*

Jan-Nicolas Vanderveken commented, *"I am thrilled to take up the challenge of reinforcing the Havas brand in our market. I feel immense pride in joining the Havas family, which has, throughout its rich history rooted in France, valued entrepreneurship. With this new team in place, Havas is going to continue its momentum in Quebec and Canada by leading in innovation and integrated creative communications."*

Helen Pak, CEO & Chief Creative Officer of Havas Worldwide Canada, added: *"With Jan-Nicolas' leadership and this acquisition, we double our bench strength and reinforce our existing management team in Quebec. TP1's expertise complements our larger, integrated, consumer-*

centric communications offering and aligns to our global vision of creating meaningful connections through innovation, creativity and media.”

Sébastien Moïse also joins Havas management team in Montreal as Vice-President of Client Services. An experienced advertising veteran, on both the client and agency side, Sébastien joins from the Montreal agency Alfred, where he was the General Manager and was responsible for new business and providing client services for Familiprix and other accounts. Previously, he was Group Account Director at DentsuBos Toronto, where he led brands such as Lexus in Quebec and the Canada Dry Mott’s portfolio across Canada.

In Canada, Havas Worldwide employs more than 200 people in its Montreal and Toronto offices, providing integrated marketing communications solutions to clients such as Alimentation Couche-Tard, Brandsource Canada, Groupe Jean Coutu, Home Hardware, LVMH, Merck Canada, New Balance and Sun Life.

About Havas

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group now employs 18,600 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), 316 offices in 75 countries, the Arnold micro-network (arn.com), 15 agencies in 12 countries, as well as several leading agencies including BETC. Havas Media Group (havasmediagroup.com) operates in over 100 countries, and incorporates four major international networks: Havas Media (havasmedia.com), Arena Media (arena-media.com), Forward Media and Havas Sports & Entertainment (havas-se.com). Further information about Havas is available on the company's website: havas.com

About TP1

TP1 is a full-service digital agency that creates online experiences that get people talking. Founded in Montreal in 2005, TP1 was among the first digital agencies to take the agile methodology from its IT roots and adapt it to the creative and marketing world. The team comprises over 40 specialists passionate about strategy, design and technology. TP1 has handled major projects for such clients as Bel Group, the Canadian Museum of History, Corus Entertainment, Grant Thornton Canada, Industrial Alliance, Lassonde, L'Oréal, Naya, Ski Bromont, Société de transport de Montréal and TVA Nouvelles.

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