



PRESS RELEASE

Puteaux, March 9, 2017

## HAVAS GROUP SHIFTS ITS ORGANIZATION TO A CENTRALIZED CLIENT APPROACH & UNIFIED MANAGEMENT ACROSS CREATIVE AND MEDIA

Havas Group today announced another step in its Together strategy to accelerate integration by further breaking down silos and moving to a client-centric and region-based organization.

**The Group's two divisions, Havas Creative Group and Havas Media Group, will no longer exist.** The creative and media businesses, alongside the healthcare and wellness business, will become simply business units, under one regional P&L, to ensure agility and a seamless experience for clients.

And to ensure the most relevant organization in a **client-centric model across media and creative, Dominique Delpoit** is appointed Global Managing Director and Chief Client Officer for the Havas Group, where he will oversee global clients relationships, marketing initiatives and New Business.

These moves are the result of the successful implementation, at the end of 2016, of a centralized management of our four largest markets, where Chairmen were appointed at the Group level: Chris Hirst for the UK, Alfonso Rodés for Spain and Yannick Bolloré for France and North America. The Group is now adding two new Chairmen roles to optimize its structure and offering in Latin America and Asia Pacific.

**Jorge Percovich**, presently CEO Latin America Havas Media Group, is appointed CEO Havas LATAM Group across the creative and media businesses. He will be responsible for overseeing all of the Havas Group agencies in the region: 65 offices in 19 countries, with +3,000 people.

**Mike Amour**, presently CEO APAC Havas Creative Group, is appointed CEO Havas APAC Group across the creative and media businesses. He will be responsible for overseeing all of the Havas Group agencies in the region: 79 offices in 17 countries, with +2,400 people.

Dominique Delpoit said: *"For four years now, the #together strategy and the opening of our 47 Havas villages has transformed the way we work and serve our clients. Now it's all about extending Yannick's vision and reinventing our industry by creating new standards, new offers and new services that blend the best of both worlds: relentless creativity and smart media accountability. Havas will be at the forefront of*

*this transformation by putting the power of content and data at the core of our activities. It's an exciting challenge. Being agile and having a challenger mindset doesn't prevent us from having big ambitions for our Group, our people and our Clients."*

Yannick Bolloré, CEO Havas Group, declared: *"As the world moves faster and grows more complex, we believe in transcending the traditional definition of "creative" and "media" to better deliver for our clients. The appointments of Dominique, Jorge and Mike will ensure we create the most modern approach to developing solutions, regardless of where the thinking begins. They will enable us to better share talent and resources on behalf of our clients, as well as create cross-channel learning and development opportunities for our people."*

The three appointments are effective immediately.

#### **About Havas Group**

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group now employs 20,000 people in over 100 countries. Havas Group 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: the Together Strategy is implemented through Havas Villages, where most creative and media teams share the same premises, increasing synergies for clients and better serving their needs.

Further information about Havas Group is available on the company's website: [www.havasgroup.com](http://www.havasgroup.com)

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