



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

Paris, August 23rd, 2017

HAVAS GROUP ACQUIRES BLINK, ISRAEL'S FIRST SOCIAL MEDIA AGENCY

Havas Group today announced it has acquired a majority stake in Blink, a leading social media agency with a unique model which specializes in content and management of conversations between consumers and brands, assisting organizations to follow, understand and take part in the social media realm.

Blink was founded in 2007 by Sagi Chemetz, one of the first social media activists in Israel. It was the first content and social media agency in Israel and one of the first agencies in the social media field globally. Headquartered in Tel Aviv, the team of 35 experts work on digital & content strategy, content creation, social media management, community management, digital PR, crisis management and social & native media buying for its strong customer base which includes both blue-chip companies and SMEs, all leading players in their respective markets.

Yannick Bolloré, CEO Havas Group, said: *“Social media has undeniably become one of the most powerful ways for brands to engage with consumers. Joining forces with an agency with the caliber of Blink will enhance our social media expertise as we export their approach to our other agencies all over the world. I extend a warm welcome to the team.”*

Sagi Chemetz, founder & CEO Blink, added : *“We are very proud to partner with the Havas Group. It is another step towards our growth and innovation and it reflects a strong belief in our capabilities, our talented team and the unique creative atmosphere we have created at Blink over the years. In Havas we have found open-minded and creative partners and we are excited to become part of the Group. I believe it will allow us to move forward in fulfilling our vision to assist brands and organizations in better managing their social conversations in an open and creative way”.*

Sagi Chemetz will remain CEO of Blink while Alberto Canteli, CEO Nordics CEE & Middle East of Havas will oversee the agency's integration into the Group.

About Havas Group

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group 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. Based on a client-centric model across media and creative, the Havas Group is the most integrated company in its sector. We operate with three business units (creative, media and healthcare & wellness) within our Havas Villages all over the world where teams share the same premises ensuring agility and a seamless experience for clients. #ToBetterTogether

Further information about Havas Group is available on the company's website: www.havasgroup.com

Contact:

Lorella Gessa

Chief Communications Officer, Havas Group

+33 (0)1 58 47 90 36

lorella.gessa@havas.com

@Lorella_Gessa

Delphine Maillet*

Director of Investor Relations, Havas Group

+33 (0)1 58 47 92 42

delphine.maillet@havas.com

**replacing Aurélie Jolion during maternity leave*

29-30 quai de Dion Bouton, 92817 Puteaux Cedex, France

Tel +33 (0) 1 58 47 80 00

SA au capital de 167 862 108 € - 335 480 265 RCS Nanterre - APE 7311Z

www.havasgroup.com

Twitter: <http://www.twitter.com/HavasGroup/>

Facebook: <http://www.facebook.com/HavasGroup>

Google +: <http://bit.ly/163li2y>

LinkedIn: <http://www.linkedin.com/company/Havas>