

Havas Group is one of the world's largest global communications groups created in 1835 by Charles Louis Havas, founder of the first ever press agency. Operating in over 100 countries. Employing 20,000 people.

- Revenue of 2,276 million € in 2016, with an organic growth of 3.1%
- The leading Group in terms of integration of all its activities and agencies.
- A long term vision thanks to a stable shareholding: Bolloré Group (60% of the Group's capital).

OUR VISION TO BETTER TOGETHER

OUR MISSION
To be the world's best company at creating meaningful connections between people and brands through creativity, media and innovation.

OUR PRIORITY THE CLIENT

Providing support and guidance and anticipating client needs in order to provide total satisfaction.

HAVAS VILLAGE

People need to be able to work together and learn from each other to be their best.

We have a strategy in anticipation of this need – it's called the Together Strategy.

The big idea behind this strategy is simple: to best serve our clients' needs and provide them with a seamless organisation, we bring together the most talented people across all

communication disciplines: creative, media, digital, design, activation...

The embodiment of this big idea is to create a place where teams can work side by side as often as our clients need us to. To have these talented people and agencies all working together under one roof. When that happens, we call it a Havas Village. Our Village community promotes a culture of togetherness.

TALENTS

People are key to communications in all its forms, and make up the Group's most valuable assets: this is why Havas Group puts its faith in intelligence and expertise. Innovation is one of its key commitments, so the Group devotes considerable effort to hiring top-notch people and promoting its brightest talents internally.

OUR STRUCTURE

Three major divisions working in a seamless organization:

HAVAS CREATIVE GROUP which includes one global creative network, Havas World-wide, the highly awarded micro networks BETC and Arnold, a digital first player, FullSix and many other specialized agencies..

HAVAS MEDIA GROUP which includes three media networks (Havas Media, Arena Media and Fullsix Media) and five specialized brands (Havas Sports & Entertainment, Affiperf, Socialyse, Mobext, Ecselis AdCity, DBI and Artemis Alliance).

HAVAS HEALTH & YOU a highly performing healthcare and consumer health global network.

INTEGRATION

Because the digital revolution is breaking down the borders between creation, media, digital and the many facets of communications, the Havas Group now offers a single business model with a seamless, agile and integrated organization that responds to clients' new expectations.

DIGITAL AND TECH

True to its strategy from the outset, Havas Group is reinforcing the role of digital and innovation at the core of all its agencies all over the world thanks to strategic partnerships and targeted acquisitions.

CORPORATE SOCIAL RESPONSIBILITY

Communications act as both mirror and engine of society, and so play an important role in the development of human communities, their behaviour and their representations.

Over recent years, the Group has made corporate social responsibility and responsibility to society an integral part of everything it does. Havas encourages its agencies to harness the power of creative ideas to bring about positive change, and offers its support to young entrepreneurs in this field.

COMMON GROUND

At the 2016 Cannes Lions Festival, Havas and the world's biggest global communications groups, Dentsu, IPG, Omnicom, Publicis and WPP, joined forces to launch the **Common Ground initiative**, in support of the UN's 17 Sustainable Development Goals ("SDG"). The initiative singles out the communications industry as a pioneer in this kind of collaborative approach.

The announcement in Cannes kicked off with a joint global advertising campaign. Each Group committed to a particular goal: Dentsu to health, IPG to access to clean drinking water, Omnicom to education, Publicis to food, WPP to gender equality and Havas to climate change.

LEADERSHIP

YANNICK BOLLORÉ
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FRANÇOIS LAROZE
CHIEF FINANCIAL OFFICER

MICHEL DOBKINE
GENERAL SECRETARY

PATTI CLARKE
CHIEF TALENT OFFICER

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