



PRESS RELEASE

Paris, 30 November 2017

HAVAS GROUP NAMES NEW CHIEF EXECUTIVE OFFICER TO LEAD ITS GLOBAL MEDIA BUSINESS

Peter Mears Is Appointed CEO Havas Group Media

Havas Group Media begins a new chapter with the appointment of Peter Mears as its new Chief Executive Officer. As CEO, Mears will continue to promote even more collaboration across the Group's media business. He brings with him a sharpened focus on driving growth. His appointment is effective January 1.

Having joined Havas Group Media in April in the newly created role as Global Chief Operations Officer, Mears has already made a positive impact on the business. As Global COO, he oversaw operations and strategy of all Havas media units. Before joining Havas, he served as the Global COO at Initiative where he oversaw the entire network and its local offices.

"In just six months at Havas, Peter has implemented even higher operational standards, boosting collaboration and building the most agile teams in the media industry," says Yannick Bolloré, Chairman and CEO of Havas Group. "Peter has a passion for winning, an absolute must for this next stage at Havas Group Media."

To support and advise Mears, Alfonso Rodés, Deputy CEO Havas Group, will assume the role of Chairman Havas Group Media.

"We have amazing talent that is passionate about creating meaningful work for our clients" Peter Mears said. "Through integrated teams, shared resources and by leveraging innovation and technology we are poised to make an even bigger impact for our clients, partners, consumers, and the industry as a whole."

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About Havas Group

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 and is fully integrated into Vivendi. 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: havasgroup.com

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