



PRESS RELEASE

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HAVAS GROUP LAUNCHES CHINA DESK **A new offer dedicated to China-related business**

The Havas Group announces the launch of Havas China Desk, an initiative aimed at supporting all aspects of China-related business for the group's clients. The desk will also allow all of Havas Group's agencies to strengthen their service offering, notably for Chinese groups looking to expand first in Europe and then worldwide but also for international brands aspiring to succeed in the Chinese market.

Operational since November 2017, China Desk has already supported more than 20 clients and China-Europe projects across group, including Beijing Capital Group, HNA and Alibaba Cloud's debut in Mobile World Congress this year.

The new entity is Paris-based and led by Wanchen Chung, appointed Head of China Desk. Composed of consultants with multicultural backgrounds, Havas China Desk works hand in hand with the group's agencies across the globe, notably Havas China.

Yannick Bolloré, CEO of the Havas Group *"The Chinese market is one of the fastest growing markets in the world and now the 2nd in terms of ad spending. China therefore represents outstanding opportunities for many of our clients worldwide, and indeed for the Havas Group itself. Most of the global brands we represent are seeking to enhance their presence there, and many major Chinese brands are becoming increasingly active in overseas markets. The launch of Havas China Desk is destined to help all our clients and agencies to take advantage of the many opportunities that this exciting two-way traffic represents."*

Resume + photo of Wanchen Chung

Appointed Head of China Desk in November 2017, Wanchen Chung (32-years-old) graduated from Sciences Po Paris with a Master degree of International Affairs and participated in the development of Chinese Business Club in 2012. She joined Havas Group the next year as international consultant. Wanchen Chung has led several successful partnerships between Chinese and European brands, including WeChat and Paris Aéroport. She has also contributed to the development of some of the group's clients including Alibaba Cloud.

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 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.

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

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