

WE ARE HAVAS GROUP

Founded in 1835 by Charles-Louis Havas, the founder of the first ever press agency, Havas Group is one of the largest communications groups in the world:

- Revenue of 2.3 billion euros in 2017
- 20 000 employees in over 100 countries
- 52 Havas Villages on five continents
- The leading Group in terms of integration of all its activities and agencies
- Havas Group fully integrated Vivendi in December 2017

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 VALUES

Our values drive our work. Havas Group is: entrepreneurial (always ambitious, passionate, and determined), innovative (always imagining, ideating, and creating), committed (always playing for the long-term), collaborative (because we are always Better Together), accountable (we do what we say) and generous (we share and care).

OUR APPROACH

We know that collaboration allows people to be their best.

To Better Together is our way of working. It's collaboration that enables us to provide our clients with a more strategic, nimble, and effective approach for creating meaningful work. Creative, media, data, technology and design—all working and learning together—produce more efficient, agile, faster, meaningful results for clients. It's because of our unique, collaborative approach that we are able to promptly serve diverse clients with such distinct audiences and varying needs. We help companies increase their sales and gain market share.

OUR STRUCTURE

We are experts in every area of marketing.

We have three main **creative networks**: Havas Creative, BETC, and Arnold. Our creative agencies are home to 10,000 of some of the most talented people in the disciplines of creativity, strategy, PR, performance marketing, design and UX.

Our **media networks** within Havas Group Media: Havas Media and Arena Media.

Our media agencies are made up of more than 8,000 specialists and are the most dynamic and advanced in their markets. We also have a strong technological arm, especially in the fields of programmatic buying, mobile (Mobext), and social media (Socialyse).

Havas Health & You is our global **health and wellness communications network** that brings together 4,000 of the most senior specialists in the space.

Havas Health & You has built out best-in-class disciplines and integrated the many products and services the Havas agencies and companies offer across the health & wellness continuum.

HAVAS VILLAGE

We know that working with each other and teaching one another enables us to drive growth for our clients in a meaningful way. Our clients deserve effectiveness and efficiency.

That's why we have **52 Havas Villages**—communities that allow teammates from several agencies and disciplines to work under one roof. Here we promote collaboration, leading to innovation and client success.

TALENTS

People are key to communications in all its forms, and make up the Group's most valuable assets. Therefore, 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.

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.

HAVAS WITHIN THE VIVENDI GALAXY

The integration of Havas into Vivendi is part of a desire to create a world leader in content, media and communication, which will ensure a unique positioning within the entertainment and communication markets. The multiple synergies between the different entities making up the Vivendi galaxy (Universal Music Group, Canal +, Gameloft, Dailymotion...) constitute a real asset and a strong source of value for our customers and partners in this context of convergence and disruption.

LEADERSHIP

YANNICK BOLLORÉ
CHAIRMAN & CEO

FRANÇOIS LAROZE
CHIEF FINANCIAL DIRECTOR

MICHEL DOBKINE
GENERAL SECRETARY

PATTI CLARKE
CHIEF TALENT OFFICER

LORELLA GESSA
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