

# Havas Group at a glance



## Who we are

Established 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 billion euros in 2020

19 000 employees in over 100 countries

60+ 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

We are a team of fabulously talented people spread across our villages globally. The village model allows us to build seamless teams around the individual needs of each of our clients, combining talent and expertise - from copy writers to user experience designers, data analysts, publicity experts, strategy directors, web developers, art directors, content producers, business consultants ...

Our team hails from some of the industry's most creative and accomplished agencies, including: Arnold, Boondoggle, Buzzman, Camp + King, Conran Design Group, Havas Riverorchid, Host Havas, One Green Bean, Battery, ROSA PARIS, Gate One, W&Cie and newly acquired award-winning creative shop BLKJ in Singapore to name a few (all part of the Global Havas Creative network), and also from Havas CX our dedicated customer experience network, the Havas Edge global performance marketing network, the BETC Group, and AMO - an international network of strategic communications consultancies.

## Our mission

**Make a meaningful difference to brands, businesses and people**

### To brands

We are here to grow the client's business, cultivate the brand's positive reputation, connect and engage brands with consumers and help drive positive change in society through our work.

### To people

We are here to promote a positive work environment. We strive to create a healthy work/life balance for talent across the globe, and foster development and growth in a healthy and happy workplace.

### To businesses

We are here to communicate responsibly and connect with audiences in a meaningful way. The Group is committed to improving industry standards by promoting transparency, diversity, and inclusion through the campaigns we produce.

## Our organization

### Creative Business

#### A business unit focused on creativity

We believe creativity isn't just a description of our business, it's in our agencies' DNA. By combining creative expertise with the strategic and innovative power of our villages, we make a meaningful difference to the brands, the businesses and the lives of the people we work with.

### Media Business

#### A business unit that builds world class Media Experience

With more than 9,000 employees across 150 countries in nearly 70 villages worldwide, Havas Media Group consists of two global networks: Havas Media and Arena Media. Our role at Havas is to create the best media experience, capitalising upon the most meaningful media to build more meaningful brands. Meaningful media is trusted, engaging and influential. By understanding the media channels and moments that are most meaningful, we help brands reach the most engaged audiences and move consumers to action. We deliver meaningful media experiences through Mx, our global operating methodology and strategic planning process, which sits at the heart of everything we do.

### Health and Wellness Business

#### A business unit focused on Health and Wellness communication

Focused on the betterment of humanity through health, Havas Health & You leverages a global collection of experts and individuals to positively impact patient lives. With over 5,000 leading experts in more than 70 countries, we use our scope and prowess to drive our mission of human purpose. Havas Health & You operates with a spirit rooted in innovation, creativity, exploration, communication, and education. The network helps brands and organisations make a meaningful difference by building brands that inspire people to feel better. The global network's core entities include Havas Life, Health4Brands (H4B), Havas Lynx, Red Havas, HHCX, and dozens of speciality companies around the world. We build brands that inspire us to feel better. To be better. We are You.

# Our four strategic pillars

## One common vision: “Meaningful Brand Idea”

Havas aims to make a meaningful difference to brands, businesses and people and to put this into practice for our clients, we identify a Meaningful Brand Idea or MBI.

Whatever marketing challenge we are trying to solve, be that through creativity or through media, our teams are unified in their approach as they seek the right MBI. Meaningful Brand Ideas factor in the functional, personal and societal ways in which a brand benefits the consumer and helps us unlock new insights.

This consideration of all stakeholders helps us fuel renewed relevance with which we guide the creative development of our clients' brand positioning and identity.

Beyond creative executions, the MBI forms part of our new global operating system for media - Mx.

Through an understanding of what makes brands meaningful, and by capitalizing on the most meaningful media for the audience, we can go beyond a traditional media plan, and create a valuable Media Experience (Mx). Meaningful Media is the media that matters most to the consumer and our operating system bases itself on connection, context and content to create a stronger Media Experience that is more effective in achieving a brand's goals.

## The Havas Village Model

Havas Group's expansive network brings together talent from across the globe to best serve our clients' needs. Each Havas Village gathers creative, media, digital, design and activation talent under one roof, allowing us to provide an agile, seamless and integrated service for our clients in each market, while also drawing on the talent and support from Villages across the globe. There are now over 60 Havas Villages all around the world. While each Village is unique, they share a common ethos.

## Talent

We believe that talent is Havas Group's most valuable asset in our mission to create impactful work for our clients. As a Group, it is our goal to seek out and nurture intelligence and expertise. Innovation is one of the Group's key commitments, and it is our priority to hire topnotch people and promote our brightest talents internally.

## The Power of Vivendi

At Havas, we create meaningful content which sets us apart from our competitors. The integration of Havas into Vivendi is part of the desire to create a world leader in content, media and communication which will ensure a unique positioning within the entertainment and communication markets. The partnership elevates Havas Group and, in turn, offers unrivalled opportunities for our clients. Vivendi is a global player, operating businesses throughout the value chain, from talent discovery to the creation, production and distribution of content. Vivendi also owns the Universal Music Group, the world leader in music, Canal + Group, Editis, Gameloft, Vivendi Village, Dailymotion and GVA.

## Corporate & Social Responsibility

The communications industry has a lasting influence on society and individual behavior. At Havas Group, we are aware of the role we have to play in improving the world we live in.

Through Havas Impact+, our sustainability strategy, we encourage our agencies to drive positive change in society. Our goal is to integrate CSR issues into the heart of our business and to support our clients in their efforts to communicate responsibly. Havas Impact+ structures our six CSR commitments around three key pillars: the environment, responsible communication and our employees.

Our group has demonstrated its commitment on several occasions:

Havas Group was awarded the EcoVadis silver medal for its CSR performance in 2020.

After the 32 entities certified in Spain and the United Kingdom, France has obtained ISO 14001 certification for 35 of its entities.

Three of our agencies have obtained B-Corp certification: Havas London, Havas New York, and Havas Lemz in the Netherlands.



## Leadership

**Yannick Bolloré**  
Chairman & CEO

**François Laroze**  
Chief Financial Officer

**Michel Dobkine**  
General Secretary

**Patti Clarke**  
Chief Talent Officer

**Lorella Gessa**  
Chief Communications & Sustainability Officer

**Chris Hirst**  
Global CEO, Havas Creative Network

**Peter Mears**  
Global CEO, Havas Media Group

**Donna Murphy**  
Global CEO, Havas Health & You