



PRESS RELEASE

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## **HAVAS GROUP ACQUIRES AWARD-WINNING DIGITAL MARKETING AGENCY FRONT NETWORKS IN CHINA**

Havas today announces the acquisition of Front Networks, an award-winning independent creative agency focusing on social and digital marketing in China. Front Networks will integrate into the Havas Creative network. Its expertise in timely and effective digital storytelling, creating engaging digital content and channel mapping, as well as its enterprise philosophy of Connectivity + Creativity + Collectivity, will bring additional creative and digital firepower to Havas in China.

Front Networks currently has two offices in Beijing and Shanghai, providing a full range of digital marketing services, with a team of more than 200 people. Founded in 2004 by Felix Teng it has always been at the forefront of digital evolution in China and is trusted by more than 200 international clients across sectors such as automotive, finance, sports, software, home appliances, personal electronics, artificial intelligence and more, including BMW, Rolls-Royce, Vivo, Microsoft, Columbia, Casarte, Bank of China, Nestlé etc.

The award-winning team has been picking up accolades in the last decade too. Front Networks were awarded the 2020 IAI International Advertising Marketing / Publicity Gold Award, the 2016 TMA Creative Gold Award, and the Golden Mouse Social Marketing Gold Award in 2014.

**Yannick Bolloré, Chairman and CEO Havas Group**, comments: *“China has always been of strategic importance to us and I am thrilled to see we are keeping up the same drive and momentum in this market. China is evolving and diversifying at a rapid pace, presenting us with many opportunities for growth. By partnering with the best there is to offer in China, Havas Group will surely create more meaningful moments and value for all our clients, consumers, brands and communities. We are delighted to welcome Felix and the teams to the Havas Family.”*

**Karl Wu, Chairman and CEO of Havas Group Greater China**, says: *“In the 20 years since its formation, Front Networks has proven its business strength, agility and adaptability during China’s digital emergence and evolution. Amid the arrival of the metaverse, bringing Front Networks on board is an important strategic step to further enrich our digital solutions for our clients in China. Under our one Havas Village roof, we will together continue our mission to create meaningful differences for brands, businesses and people.”*

**Felix Teng, Founder and CEO at Front Networks**, says: *“We pride ourselves in having been recognised by Havas, the industry leader in integration and entrepreneurship. With the Group’s resources and empowering tools, we will be able to broaden our horizon, extend our solutions*

*and add scale to the depth of our services. Their philosophy is very exciting and we are looking forward to doing more meaningful things together.”*

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### **Felix Teng – biography**

Felix Teng arrived in France in 1995 at the age of 15. He began his studies in France at the Collège Notre Dame du Bel-Air in Montfort l'Amaury, where he learned to speak French. Then at the Lycée Notre Dame de la Providence in Vincennes, after which he entered an engineering school in Paris (ESIEA).

During his studies in France Felix also discovered the French way of life represented by creation, innovation, fashion and luxury. This gave him ideas, at the end of his studies, to bring to China where he was born, what he had experienced and learned in France. In March 2004, he created the company FRONT Networks.

His youth spent in France also allowed him to cultivate his passions for fine French wine, skiing and creative art. Since returning to Beijing, Felix has not stopped looking for opportunities to promote his favourite French culture by developing the company's activities. He regularly returns to France to immerse himself in the French way of life in order to find new ideas to serve FRONT Networks' clients and to further develop the cultural and commercial exchange between the two countries.

### **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 more than 100 countries and operates through its three business units covering all communication activities. Havas Group's mission is to make a meaningful difference to brands, businesses and people. To better anticipate client needs, Havas has adopted a fully integrated model through its 60+ Havas Villages around the world. In these Villages, creative, media and healthcare & wellness teams work together, ensuring agility and a seamless experience for clients. We are committed to building a diverse culture where everybody feels they belong, can be themselves, thrive and grow. Havas Group integrated into Vivendi in December 2017. Further information about Havas Group is available on the company's website: [havasgroup.com](http://havasgroup.com)  
[#MeaningfulDifference](https://twitter.com/meaningfuldifference)

### **About FRONT Networks**

FRONT Networks is an independent digital and social agency founded in 2004. Headquartered in Beijing, with a branch office in Shanghai, it currently employs more than 200 professionals and specialists. Having served more than 200 international brands, FRONT Networks maintains solid partnerships with all its clients by always building synergy and professional chemistry.

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