

Puteaux, April 22, 2015

HAVAS STRENGTHENS ITS EVENT EXPERTISE WITH THE ACQUISITION OF SPECIALIST AGENCY EGC & ASSOCIÉS

The Havas Group announces its acquisition of EGC & Associés, a French agency specializing in general-interest events. EGC & Associés will become part of Havas Event, the Havas Group's event agency in France.

Paris-based EGC & Associés, founded in 1988, reported gross margin of close on €1.5 million in 2014 and is staffed by a team of a dozen people devising and organizing general-interest, awareness-raising, educational and prevention events on key societal, environmental or public health issues, sponsored by of corporations and institutions. These programs reach close on **2,250,000 homes** every year and over **450 municipalities** with a population of over **10,000** involved in their implementation.

Some of the agency's most iconic operations include **the Pedestrian Permit** for children, which sets out to teach road safety to children aged between 10 and 11, an operation partnered by France's Ministry of the Interior, Ministry of Education and Association of Mayors of France and funded by MAIF Prevention. Another is **Trimaster** for Eco-Emballages, which raises awareness of selective waste sorting and recycling among pupils at thousands of primary schools. EGC & Associés also designed and implements the **Internet Permit**, a national program in conjunction with Axa Prevention and the French Gendarmerie to teach 10 to 11 year-olds about using the Internet safely. Yet another is the **Brevet Solaire**, which combines an introduction to science with raising children's awareness of the need to protect against over-exposure to the sun, partnered by the national federation of dermatologists (SNDV) and La Roche Posay.

EGC & Associés also addresses issues of "nutrition and diet" for INTERFEL (Inter-branch association of the Fresh Fruit and Vegetable industry) and CEDUS (sugar research and documentation centre), and supports retirement savings association ANCRE.

The acquisition complements Havas Event's current range of expertise and opens up a new field of general-interest events for the agency, which is setting up a **CSR and General-Interest Events department** headed by **Julien Savino, current President and CEO of EGC & Associés now appointed Partner at Havas Event.**

Yannick Bolloré, Havas CEO, said: *"EGC & Associés is a unique agency in its field and I am delighted to welcome its teams to the Havas Group. Thanks to this acquisition, our event offer is strengthened with a citizen commitment expertise which will add a new dimension to our clients' communications strategies."*

"Today's citizen-consumers expect business to shoulder its responsibilities to the community. The scope of most of the events devised by Havas Event, often in support of business transformation, covers more than just the business of brands. The innovative expertise developed by EGC & Associés resonates with our beliefs, and is a natural extension of what we do," commented **Julien Carette,** President of Havas Event.

Julien Savino, President of EGC & Associés, added: *"Our expertise, built up over a period of 10 years, equips us to work alongside corporations and institutions towards innovative, value-creating partnership solutions that contribute to the public interest and to the image of our partners. The quality of Havas Event's client roster, the development prospects offered by the Havas Village, and the strength of the Havas network internationally were all key arguments for EGC & Associés in signing up to this merger."*

About Havas

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group now employs 16,000 people in over 100 countries. Havas is committed to being the world's best company at creating meaningful connections between people and brands through creativity, media and innovation. Havas is also the most integrated Group in its sector, with most of its creative and media teams sharing the same premises, the Havas Villages, designed to increase synergies and creativity for all its clients and agencies.

Havas is organized into two divisions: Havas Creative Group and Havas Media Group. Havas Creative Group incorporates the Havas Worldwide network (havasworldwide.com), 316 offices in 75 countries, the Arnold micro-network (arn.com), 15 agencies in 12 countries, as well as several leading agencies including BETC. Havas Media Group (havasmediagroup.com) operates in over 100 countries, and incorporates four major commercial brands: Havas Media (havasmedia.com), Arena Media (arena-media.com), Forward Media and Havas Sports & Entertainment (havas-se.com).

Further information about Havas is available on the company's website: havas.com

About Havas Event

At the heart of the Havas Village, Havas Event is the Havas Group's experiential communications agency in France and one of the leaders on the French market. Headed by President Julien Carette, the 80-strong agency team organizes some 200 events a year. The agency has a number of keynote events to its credit, staged both in France and internationally, dedicated to corporate strategy and, for the most part, transformation. These include Orange's Hello Demain expo on the theme of innovation, the LVMH Journées Particulières open days showcasing expertise and craftsmanship, the Michelin Bibendum Challenge in China on the theme of sustainable mobility and the upcoming Sodexo international conference on quality of life. Depending on the needs of the agency and its clients, Havas Event can call on all the consulting, digital, brand content, audiovisual production, media and institutional relations, social media and internal communications expertise of the other Havas agencies in France (Havas Paris, Havas Sports & Entertainment, W, BETC, etc.) and internationally (Havas Worldwide network), but can also operate as a pure player. Its client roster consists of some fifty leading brands such as Carrefour, Monoprix, EDF, l'Oréal, Lagardère, Coca-Cola, Ferrero, Fondation Louis Vuitton, DCNS, Fédération des Notaires, ECB, Klépierre, Cap Gemini and more. Havas Event is a member of the experiential communication delegation of industry federation AACC; Julien Carette was recently appointed President of the Delegation.

About Julien Savino

After graduating from EDHEC Business School and Aston University in the UK, Julien Savino (44) began his professional career as a Business Development Manager for Asia Pacific at Moët Hennessy. In 1998, he joined l'Oréal as a Brand Manager before moving to Amazon.fr as Marketing & CRM Director. Since 2004, Julien Savino has presided over the ECG & Associés agency founded by his father, Alain Savino, in 1988, and has repositioned the agency to focus on expertise in CSR and general-interest events. In April 2015, he was appointed a partner at Havas Event following the acquisition of EGC & Associés by the Havas Group.

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