

HAVAS WORLDWIDE FACT SHEET 2014

WHO WE ARE

Havas Worldwide, formerly known as Euro RSCG Worldwide, is a leading integrated marketing communications agency.

- The first agency named “Global Agency of the Year” by both *Advertising Age* and *Campaign* in the same year.
- 12,000 employees in 316 offices in 120 cities and 75 countries.
- Headquarters: New York City.
- The largest unit of the Havas group, a world leader in communications (Euronext Paris SA: HAV.PA).

OUR MISSION

To be the world’s best company at connecting brands with people using creativity, media, and technology.

OUR MAJOR CLIENTS

Havas Worldwide works with 78 of the 100 largest global advertisers. Our clients include:

- Air France
- Citigroup
- Danone Group
- IBM
- Lacoste
- LVMH
- Merck
- Mondelēz
- Pernod Ricard
- Reckitt Benckiser
- Sanofi
- Total
- Unilever

WHAT WE DO

- Advertising
- Brand consultancy and brand design
- Database management
- Digital and social media
- Direct marketing and customer engagement
- Experiential and promotional marketing
- Healthcare
- PR and corporate communications

WHAT OUR NETWORK INCLUDES

- Havas Worldwide Digital, the network’s global digital brand.
- Havas PR, the network’s public relations and corporate communications arm.
- Havas Luxe, the network’s luxury marketing group devoted to premium brands.
- Havas Life offers a full service range of advertising, PR, and digital services to healthcare clients.

FAST FACTS

- 1** *Advertising Age*’s largest agency by global accounts five years in a row.
- 2** Over 3,000 digital specialists across the globe.
- 3** Our Evian “Roller Babies” campaign was *Guinness World Records*’ most-watched online ad, now with 190+ million YouTube views.
- 4** Made Dos Equis the #1 brand on Facebook across both beer and spirits (now with 2 million+ fans), setting a category record.
- 5** Havas Worldwide Global CEO Andrew Benett is the author of *The Talent Mandate*, which uses original research and in-depth interviews with top business leaders to uncover emerging trends in talent management.
- 6** We’re the most socially responsible agency. We founded One Young World, the global summit that brings young leaders together with such international luminaries as Kofi Annan, Bob Geldof, Desmond Tutu, and Muhammad Yunus. We generated more than 17 million supporters for Kofi Annan’s digital-based TckTckTck campaign for climate justice. And we launched Sustainable Development Week in France, a program that educates employees on Havas’ sustainability initiatives including BETC’s “Sustainable Brand Program.”

DIGITAL EXPERTISE

One of the most digitally integrated networks in the world, with significant records of accomplishment and resources in all digital marketing disciplines.

- We placed three of the first five ads on the Web.
- Operated the first truly global digital network.
- Were rated by *Adweek* as having the largest digital offering for the last five years of their digital survey.
- Have placed digital at the core of our network through the complete alignment of our management and resources.
- Have our digital teams under the same roof as part of the core agency team. We believe this integration is an increasingly important benefit to our clients, delivering superior creative integration, fresher thinking, and genuine cross-platform ideas.

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SOME OF OUR AWARDS

- *Advertising Age* Global Marketers Report: Largest Global Advertising Agency, five years in a row.
- *Adweek* named Havas Worldwide one of the top three Advertising Agencies of the Decade.
- Effies 2013: Havas Worldwide Prague named Agency of the Year, making it the most awarded agency ever in the history of the Czech Effies.
- YouTube Ads Leaderboard 2013: BETC Paris' "Baby&Me" film for Evian is the UK's favorite ad of 2013.
- Cannes Lions International Festival of Creativity 2013: 22 Lions.
- Epica Awards 2013: 32 award wins, including a Grand Prix for Açık Radio/"Music of the People," by Havas Worldwide Turkey.
- PRIA Golden Target Award 2013: "Most Powerful Arm Ever Invented" for Save Our Sons by Havas Worldwide Sydney and Red Agency wins PR Campaign of the Year.
- Cresta International Advertising Awards 2013: Network of the Year.
- *Bulldog Reporter*: 2012 Healthcare Agency of the Year, Havas PR.
- AKA (Czech Association of Communications Agencies): Best Agency in the Market 2012, Havas Worldwide Prague.
- Mobius Awards 2012: Three "Best of Show," including "Torturer" for Reckitt Benckiser/Woolite.
- *PR Week* Awards 2012: Winner, Multicultural Marketing Campaign of the Year.
- Holmes Report 2012: Cake named EMEA Consumer Consultancy of the Year.
- TED's "Ads Worth Spreading": Canal+/"The Bear" chosen in 2012 and Dulux/"Let's Colour" in 2011.
- *Chief Marketer's* Promo 100: "Top 10 Social Media Agencies in North America, 2011."
- The GUNN Report 2011's "Most Awarded TV Commercial" and "TV Campaign of the Year": Canal+/"The Closet", by BETC; BETC named #2 "Most Awarded Agency Worldwide."
- *Advertising Age's* "10 Best Social Media Campaigns of the Year" 2011: Citroën/"Twitter Race," by Havas Worldwide Amsterdam.
- Polish Public Relations Consultancies Association: Largest International PR Agency in Poland 2011, Havas PR Warsaw.
- MMP Report/Integrated Marketing Agencies 2011: Agency of the Year 2011, Havas Worldwide Digital Warsaw and Marketing House in Poland.
- *Crain's New York Business* named Andrew Benett to "40 Under 40" list in 2009 and Boston Business Journal listed him on their "40 Under 40" in 2010.

OUR HISTORY

1991: Eurocom, France's largest advertising agency, merged with RSCG, France's top creative agency, to create Euro RSCG Worldwide. Originally focused on traditional advertising, the group rapidly expanded to encompass a full range of communications disciplines.

1997: Euro RSCG Worldwide moved its headquarters to New York.

2005: David Jones became global CEO of Havas Worldwide. Mercedes Erra and Stéphane Fouks stepped up as executive co-chairmen.

2011: David Jones named CEO of the Havas Group.

2012: Euro RSCG Worldwide network renamed Havas Worldwide.

2013: Yannick Bolloré named Chairman of Havas, Andrew Benett moved from CEO role at Arnold Worldwide to Global President of Havas Worldwide, Kate Robertson named Co-Global President of Havas Worldwide.

2014: Leadership changes began the new year: Yannick Bolloré named Global CEO of Havas, Andrew Benett promoted to Global CEO of Havas Worldwide, Ricardo Monteiro named Co-Global President of Havas Worldwide.

GLOBAL LEADERSHIP

Yannick Bolloré Global CEO, Havas

Andrew Benett Global CEO, Havas Worldwide

Ricardo Monteiro Co-Global President, Havas Worldwide

Kate Robertson Co-Global President, Havas Worldwide

Patti Clifford Global Chief Talent Officer, Havas Worldwide

Matt Weiss Global CMO, Havas Worldwide (contact)

Yvonne Bond Global Communications Director, Havas Worldwide (contact)

To view full leadership team, please visit

<http://www.havasworldwide.com/press/leadership-team>