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HAVAS GROUP LAUNCHES BETC FULLSIX

Tech, data and creativity combined to create a new customer experience

Havas Group today announced the launch of France's biggest single entity focusing on customer experience: **BETC Fullsix**. A solution blending tech, data and creativity to build experiences that create meaning for consumers, differentiation for brands and value for businesses.

BETC Fullsix brings together the pick of Havas Group's digital strengths: ekino, MFG Labs, BETC Digital and Fullsix. Under co-Presidents Olivier Vigneaux (CEO, BETC Digital) and Malo Gaudry (CEO of ekino and President of Fullsix), the new entity brings together over 600 talents, including more than 200 engineers and data scientists and over 200 creatives, plus consultants with proven expertise in digital and in transformation projects.

In a market of businesses swiftly transitioning to digital and undergoing a radical shift in how consumers relate to brands, BETC Fullsix is the answer to a pressing issue: today's consumer demands a fluid experience that simplifies navigation between digital spaces and physical places. BETC Fullsix therefore offers the optimum response to transforming the customer experience, now widely regarded as a key business lever and a strategic issue for businesses.

Havas Group CEO **Yannick Bolloré** comments: *"The connection between brands and consumers weakens with every passing year. Our Meaningful Brands* 2019 study reported that, for French consumers, 77% of brands could disappear and no one would care. That figure rises to 87% worldwide. Only brands that truly engage with their consumers and are able to offer them authentic, personalized, innovative and creative experiences will survive this systemic revolution. Combining ekino's tech excellence and MFG Labs' data expertise with BETC Digital's acknowledged creativity and Fullsix's customer experience knowhow is our solution for giving meaning to our clients' initiatives."*

"We believe that the great brands of tomorrow are those capable of withstanding digital indifferentiation. This will call not only for sophisticated data skills and great technological agility, but also the courage to stand up for ideas that are both powerful and different," said **Olivier Vigneaux**, Co-President of BETC Fullsix.

Organization is the crucial parameter when taking on these new challenges. Businesses expect their partners to offer a totally decompartmentalized vision, one that encompasses the technologies driving the pace of these changes. BETC Fullsix clients will benefit from a single point of entry, capable of orchestrating collaboration between all the experts concerned, to create memorable and meaningful user experiences.

"Customer experience lies at the very heart of brand reputation and corporate business. It calls for an extremely rigorous analysis of the customer pathway and the business impacts. More than that, it requires technological excellence and the ability to manage major projects, capacities that are reflected in our reputation," adds **Malo Gaudry**, Co-President of BETC Fullsix.

About BETC Fullsix

BETC Fullsix (a Havas Group subsidiary) is a new kind of totally integrated agency bringing together tech, data and creativity experts to craft responses to all the most crucial brand and customer experience issues. The agency supports its clients across their entire customer pathway. BETC Fullsix exists to build experiences that create meaning for clients/users, differentiation for brands and value for companies. The agency is staffed by over 600 talents, including over 200 engineers and data scientists, more than 200 creatives and a host of consultants with proven expertise in digital and in transformation projects. The Executive Committee is composed of Olivier Vigneaux and Malo Gaudry, Co-Presidents, Yann Doussot, CEO ekino Global and in charge of international development, Xavier Blairon, Chief Operating Officer, Ivan Beczkowski, Chief Creative Officer and Nicolas Prud'homme, Chief Technical Officer. More information is available on the website: www.betcfullsix.com/

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 integrated Vivendi in December 2017. 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. Further information about Havas Group is available on the company's website: havasgroup.com

#MeaningfulDifference

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Biography: Olivier Vigneaux – President, BETC Fullsix

Olivier began his career with Young & Rubicam in 1995, before moving to the BETC Group in 2000. In 2005, he joined EURORSCG 4D as Strategic Director and went on to become Managing Director of the agency. In 2013, he was appointed CEO of BETC Digital. A passionate advocate of corporate and Brand transformation in a digital world, he guides clients through the process of going digital and creatively redefining their Customer Experience. He has contributed to the digital and/or CRM ecosystem of many a market leader, including Danone (DanOn), Sephora, Schneider Electric, Laroche-Posay and Sofinco, and has also steered the creation of landmark mobile services such as the Louis Vuitton City Guides app. Olivier has also served as Vice-President of the Customer Marketing delegation of French advertising industry federation AACC since 2018, and lectures on Marketing at Sciences Po Paris.

Biography: Malo Gaudry – President, BETC Fullsix

Malo Gaudry embarked on his digital career with Fullsix in 2000, as a marketing consultant. Convinced of the need for engineers to work hand in hand with marketing experts, he created the position of technical consultant to bridge the gap between marketing and technology. He was appointed Partner in Fullsix in 2006, and since then he has steered CAC40 companies such as Universal Music and LCL through their digital initiatives as well as managing e-commerce projects for Carrefour and SFR. In 2010, he co-founded ekino with Yann Doussot, which quickly became a growth driver for the Fullsix Group.

As CEO of ekino, Malo has spent over 10 years spearheading major digital transformation projects for clients such as Renault, Canal +, Arval and Axa Partners. True to his silo-free vision, he is evolving a new model that combines design, consulting, engineering, data and innovation. Malo took over as President of Fullsix in 2019.

Biography: Yann Doussot - CEO ekino Global

After an initial experience at Publicis, Yann co-founded Fullsix Group in 1997, which quickly became the leading independent digital agency in France until its acquisition by the Havas Group in 2015. Within the agency, Yann steers the technological expertise that contributes greatly to Fullsix's reputation. This allows him to lead major projects such as the Radio France platform and the launch of the first automotive e-commerce site for Fiat Group. In 2010, he co-founded ekino with Malo Gaudry, which quickly became a growth driver for the Fullsix through its technological, data, design and innovation offers. Since 2015 he has been leading the Group's international development with the opening of several offices, notably in London, New York and Asia. He also contributes to the technological progress of ekino through his role as President of MFG Labs which specializes in data and artificial intelligence.