



PRESS RELEASE

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HAVAS GROUP UNVEILS HAVAS SOVEREIGN TECHNOLOGIES

To meet the challenges raised by the acceleration of innovation and to inject meaning into the core of technological projects, Havas Group launches Havas Sovereign Technologies.

Havas Sovereign Technologies offers its clients end-to-end support in appropriating innovations, protecting their reputation and mitigating the risks associated with new technologies. This new platform includes the Havas Blockchain offer, which will continue to support innovative companies on the blockchain technology front, as well as a new series of offers to provide 360° support on all subjects related to sovereign technologies.

This approach is based on four pillars:

- Expertise in technological intelligence,
- Strategic consulting in digital governance,
- Deployment of digital infrastructures,
- Global communication support.

Because the field of technological innovation is open to all and because crises spare no one, Havas Sovereign Technologies offers its expertise to companies and start-ups, but also to public institutions and non-governmental organizations.

"This evolution comes at an opportune time," says Fabien Aufrechter, until now Director of Havas Blockchain, who is taking over the management of this new platform of offerings. "The technological leap of the last five years has turned digital sovereignty from a purely technological issue into a real strategic challenge. The issues of innovation, trust and technological security have become inescapable for both public and private players. With its expert and agile approach, Havas Sovereign Technologies will accompany brands and institutions in their quest to no longer offer 'just technology' but 'the right technology'".

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

Susan Christie
Deputy Director of Communications, Havas Group
+33 (0)1 58 47 90 37
susan.christie@havas.com