



PRESS RELEASE

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HAVAS GROUP ACQUIRES NOHUP, LEADING DIGITAL TRANSFORMATION AGENCY IN ITALY

Less than a year after the launch of Havas CX Italy, the dedicated customer experience and digital transformation network, Havas Group announces it has acquired Nohup, a leading agency in Italy for cloud services, digital transformation processes and system integration. This partnership, led by Manfredi Calabrò who runs Havas CX Italy and is CEO of Havas Milan, marks a further step in the expansion of Havas Group's expertise in customer experience and will be very beneficial to the whole European market.

Nohup was founded by Maria Aiello and Riccardo Fabbri with the aim of creating a cutting-edge service based on strong technical expertise in software development and system architecture, able to provide businesses with innovative and concrete solutions. The company relies on 30 professionals operating in the cities of Milan and Udine, with part of the team already based in Milan's Havas Village to accelerate the integration of different competences.

Yannick Bolloré, Chairman & CEO of Havas Group comments: *"The acquisition of Nohup confirms the importance of the Italian market to Havas Group. Nohup will be a crucial strategic partner in bringing the technological expertise necessary to keeping communication relevant in such a changing landscape. This move is also further confirmation of Vivendi's intention to continue investing in Italy. We are delighted to welcome the team to the Havas Family."*

This acquisition contributes to the positive momentum of Havas CX's activity in Italy, and further enriches its network of invaluable and talented collaborators located over Turin, Milan and Udine. In Italy, Havas CX will close 2021 with a total turnover of over €10 million and organic growth of 15%.

Manfredi Calabrò, CEO of Havas Milan, says: *"With Nohup we share the same ethical and professional values. We can't wait to keep promoting them with Maria and Riccardo, confirming the importance we place on the quality of our service, always committed to transparency and developing our expertise."*

Maria Aiello and **Riccardo Fabbri**, co-founders of Nohup add: *"At the heart of our objectives is the firm belief that concrete, successful digital innovation can only be based on constant technological research and the development of user-centered solutions designed around their experience, with the utmost attention to privacy and data security. Through the vision we share with Havas and the synergies between our respective teams, we believe Havas is the perfect*

partner and together we will be able to build a more competitive and distinctive presence on the local and international markets and become an unparalleled reference within the industry.”

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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

#MeaningfulDifference

About Nohup

Nohup is a digital consultancy agency specialized in the design and implementation of solutions based on new digital and communication technologies. It was founded in 2004 by the two current shareholders who, thanks to their over ten-years experience in the information technology field, decided to start a new professional adventure by founding a company with a strong innovative drive. Nohup is the technological partner for all those who need specialized infrastructure and skills for their online activities and for the digital transformation of their business.

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