

Paris, 24th November 2022

NATHALIE PONS APPOINTED CHIEF IMPACT OFFICER AT HAVAS VILLAGE FRANCE

Havas Village France announces the appointment of Nathalie Pons as Chief Impact Officer.

Previously Deputy General Manager in charge of engagement at Havas Paris, Nathalie's task will be to steer the joint strategy across all entities, both media and creative, of using societal and environmental impact to drive performance.

Her roadmap will include three key targets: accelerating the transition towards responsible practice, supporting clients in their positive transformation, in particular through new solutions, and making agencies even more exemplary in how they operate. She will also head up Havas Village France's application for B Corp certification.

"We are facing a major economic crisis coupled with a new energy crisis. If we believe in the power of communications to play a part in bringing new solutions to light and accelerating the pace of changing behaviors, then we know we carry an immense responsibility. What is at stake now is our license to operate in a sustainable future," says Nathalie Pons.

"Havas Impact+, the Group's CSR strategy, needs to be rolled out widely, allowing for specific local characteristics, particularly when it comes to relations with our clients," adds Stéphanie Bertrand-Tassilly, Chief Communications and CSR Officer, Havas Group.

"Nathalie's business trajectory, coupled with her knowledge of CSR issues, makes her a valuable asset in managing this urgent and much needed transformation of our businesses. Her job title of Chief Impact Officer was not chosen at random. We have made a strategic choice to put CSR at the very heart of our strategy and business development, and at the heart of our client relations," says Raphaël de Andreis, CEO Havas Village France.

The appointment is effective immediately. Nathalie will also retain a part of her activity as a consultant at Havas Paris.

Biography of Nathalie Pons: www.linkedin.com/in/nathalie-ponsdumain

For more information, contact:

Susan Christie

Deputy Director of Communications, Havas Group
+33 (0)6 29 24 56 61
susan.christie@havas.com

Nathalie Pons has worked in a number of communications agencies, both independent and part of major international groups, over the past 20 years. In 2015, she joined Havas Paris as a Partner, driving brand and engagement strategies for companies keen to play a role in society. In 2017, she was appointed a Deputy General Manager. In addition to her work as a consultant, she also drove the agency's engagement and inclusion strategy.

About Havas Group

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group employs 22,000 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 70+ 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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