



PRESS RELEASE

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HAVAS GROUP STRENGTHENS ITS SOCIAL MEDIA EXPERTISE WITH THE ACQUISITION OF HRZN IN GERMANY

Havas Group today announced it has taken a majority stake in HRZN, one of Germany's emerging independent creative agencies for social media and content.

Founded in 2011 and headquartered in Mannheim with two additional branches in Düsseldorf and Hamburg, HRZN specialises in all disciplines of online-located brand communication – from social media consulting, social listening and analytics to content, brand experience and community management. The 45-strong team of experts led by Managing Director Stephan Lachmann supports well-known brands and has established an in-depth specialisation in the retail, FMCG and automotive segments.

Yannick Bolloré, Chairman and CEO of Havas Group, says: *"We are delighted to start 2023 by welcoming a new member to the Havas family. HRZN is a fantastic addition to our Group and will further strengthen our social media offering which sits at the heart of our Villages. The HRZN teams will work hand in hand with all our creative and media agencies in Germany to provide top of the range solutions for our clients. Our teams have already successfully partnered together in recent pitches, and the potential for future collaboration is endless. A very warm welcome to the team!"*

Stephan Lachmann, Managing Director HRZN: *"HRZN stands for creative and data-based social media communication as a one-stop shop with a clear focus on client impact. Together with Havas, we now have the opportunity to act even more effectively and holistically in the market and to expand the range of services for clients beyond the industries and regions previously served by HRZN."*

HRZN focuses on the consumer-oriented potential exploitation of brands online and implements effective communication and marketing projects that, starting with consulting, extend to web and app development. For example, HRZN is responsible for several holistic campaigns (social media, POS, OOH, digital) as well as community management and social media crisis communications.

"With HRZN, we refine our service offering in Germany and expand the value chain of our fully integrated portfolio under one agency brand. We mutually strengthen our disciplines, which are becoming increasingly relevant for modern marketing, and offer our clients one-stop solutions in an increasingly complex environment. This is another step towards meeting the demands of agility and flexibility that are being placed on an agency," comments **Peter Mergemeier**, CEO Havas Creative Group Germany.

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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 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

#MeaningfulDifference

About HRZN

We are a team of specialists. Passionate, analytical, intuitive, modern and all digital natives. Together, we generate innovative ideas for outstanding communication for our clients. Our experts are based at three locations in Germany. From there, we serve clients in the areas of Retail & FMCG, eCommerce, Automotive & Mobility, Industry, Technology, Life Science and Healthcare.