



PRESS RELEASE

Paris, 4th April 2023

HAVAS MEDIA GROUP ACQUIRES VANCOUVER DIGITAL AGENCY AND DATA CONSULTANCY NOISE DIGITAL

The acquisition expands Havas Media Group's North American footprint across Canada and expertise in digital performance & data technology

Havas has acquired a majority stake in the award-winning media performance and data analytics agency Noise Digital. The acquisition brings one of Canada's largest & advanced performance, data & analytics agency groups to Havas Media Group. Noise Digital will maintain its brand and integrate into Havas Media Group (HMG) North America under the leadership of Noah Vardon, President, Havas Media Canada and Greg Walsh, CEO of Havas Media North America.

Yannick Bolloré, Chairman and CEO of Havas, comments: *"We are delighted to welcome the Noise Digital team to the Havas Family. This acquisition comes at a time when Havas Media Group is experiencing an impressive period of growth and momentum in North America. Noise is a market leader in Canada with an impressive track record helping brands harness and activate the power of one of their most valuable assets - their data. With a highly experienced performance team, and a diverse client base spanning several verticals, Noise Digital represents an exciting growth opportunity for Havas Media Group in North America and internationally."*

Founded in 1998 by Trevor Carr, Noise Digital empowers brands to make better strategic investment decisions and capitalize on data-informed, consumer-centric media buying strategies that unlock new opportunities and brand experiences across *Consumer-Packaged Goods (CPG), Consumer Technology, Media & Entertainment, Travel, and Healthcare.*

Noah Vardon, President Havas Media Canada, added: *"It has been a fantastic match from the beginning. Trevor, Louise, and their team share similar values and mission to drive strong performance, long standing client relationships and their management put the employee experience at the forefront. The agency's digital reputation and work speak volumes in terms of the level of expertise, further boosting our performance capabilities across North America and strengthening our national presence and team within Canada."*

Over the years the agency has been recognized as best in class by numerous industry award programs including Cannes Lions, Canadian Marketing Association, MarCom Awards and more through a relentless focus on helping clients maximize the ever-expanding opportunities that data and technology provide.

Trevor Carr, Founder and CEO, Noise Digital, added: *"It's an exciting time for us in our growth and we want to continue to be able to unlock expanded tools and resources in Canada - and*

globally for our clients. Havas Media's focus on ethical, meaningful and creative media leadership in a rapidly changing media environment is a bold way forward."

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About Havas

Founded in 1835 in Paris, Havas is one of the world's largest global communications networks with more than 22,000 people in more than 100 countries sharing one single mission: to make a meaningful difference to brands, businesses, and people. Havas has developed a fully integrated model through its 70+ Havas Villages around the world covering all communication activities. The teams of the three business units, Creative, Media, and Health & You work together with agility and in perfect synergy to offer tailor-made and innovative solutions to clients and support them in their transformation. Havas is committed to building a diverse culture where everybody feels they belong, can be themselves and thrive. Havas integrated Vivendi, a global leader in media, entertainment, and communications in December 2017. Further information about Havas is available at www.havasgroup.com.
#MeaningfulDifference

About Havas Media Group

Havas Media Group (HMG) is the media experience agency. HMG delivers this brand promise through the Mx System, where meaningful media helps build more meaningful brands. HMG is part of the Havas group, owned by Vivendi, one of the world's largest integrated content, media, and communications groups. HMG also consists of two global media networks: Havas Media and Arena Media. The media experience agencies are home to more than 10,000 specialists across 150 countries worldwide, with 73 Villages. Global clients include Hyundai Kia, Puma, TripAdvisor, Michelin, Telefónica, Reckitt Benckiser, among many others.
For more information, visit the [website](#) or follow Havas Media Group on [Twitter](#) @HavasMedia, [LinkedIn](#) @HavasMedia Group, [Facebook](#) @HavasMedia or [Instagram](#) @havas.

About Noise Digital

Noise is an award-winning pioneer of performance marketing, data strategy and advanced analytics. Noise specializes in data consultancy, digital marketing, media automation and marketing technology. Noise is also a certified partner of leading technology companies; Google, Facebook and Shopify+ and their team is made up of several formally certified experts on all of these best-in-class platforms. The team is based out of two Canadian offices in Vancouver and Toronto holding a collective team of over 45 data-driven strategists and analytics specialists. Clients include Destination Canada, Destination BC, A&W, London Drugs and Save On Foods.