



PRESS RELEASE

Paris, November 2nd 2021

HAVAS GROUP TAKES A STAKE IN FRENCH EVENTS AGENCY SHORTCUT EVENTS

This strategic move consolidates Havas' capabilities in a quick-paced mutating industry, in France and internationally

Havas Group announced today it has acquired a stake in French events agency Shortcut Events, which specializes in brand experience, stage design, digital content and image. Driven by solid creative expertise in marketing and content, as well as in arts and culture, the agency has built its reputation working with large luxury groups and their design houses, a wide range of French and international companies, and also with authorities responsible for national celebrations and public events.

Founded in 1997 by Christophe Pinguet and Lionel Laval, Shortcut Events is driven by a team of 30 experts combining innovation, technology, engagement and bold creativity. In line with Havas Group's other independent creative flagships such as Buzzman, Rosa Paris, BETC and W, who each stand out thanks to their strong and unique identities, the addition of Shortcut Events further reinforces the group's capabilities in these particular fields.

Yannick Bolloré, Chairman & CEO, Havas Group, comments: *"At Havas, we firmly believe in the potential of both events and live experiences. This is why we are investing further in these fields, in which we are already leaders thanks to Havas Events, in an agency whose reputation is unquestionably deserved and which has proven highly adaptable to the recent and current mutations. Please join me in welcoming Christophe, Lionel and their team to the Havas Family."*

Christophe Pinguet and Lionel Laval, cofounders of Shortcut Events add: *"The entrepreneurial spirit that Havas Group's leaders hold dear finds a genuine echo in Shortcut Events' virtuous business model. Thanks to our limitless scope of action, exemplary modularity and flexibility, but also a strong creative signature, the agency has spanned more than two decades without ever reducing its tempo. By optimizing synergies, this agreement reinforces a fruitful long-term relationship between the agency and the Havas Group, as one of Shortcut's historical clients since its creation is none other than Vivendi."*

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Contacts:

Lorella Gessa

Chief Communications Officer, Havas Group

+33 1 58 47 90 36

Lorella.gessa@havas.com

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 Shortcut Events

Founded in 1997 by Christophe Pinguet and Lionel Laval, Shortcut is a leading agency in the events industry. Committed to the celebration of brands, companies and institutions, the agency is renowned for its best practices, its creativity and workmanship in a wide range of fields such as luxe, perfumes and cosmetics, corporate premium and institutional. With a pool of 30 specialists constantly immersed in trends, aesthetics and innovation as well as in the intelligence of companies, brands and their audiences, the agency is articulated around three areas of expertise: brand content, experience and influence. Strategic and spectacular, rich in story-telling, and supporting original digital content, Shortcut's events and scenographies or Lifestyle PR plans combine culture and arts in the broadest sense with an organizational agility that is unmatched in France and internationally. The agency has received numerous awards, including the Grand Prix for Event Agency of the Year several times, notably in 2019. The Grand Prix of the Luxury Communication Agency of the Year, in 2017. The Lifestyle PR Agency of the Year Grand Prize, in 2018. For more information, please visit: <https://www.shortcut.fr>.