



PRESS RELEASE

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## **HAVAS ANNOUNCES ACQUISITION OF AUSTRALIAN PUBLIC AFFAIRS TO GROW H/ADVISORS STRATEGIC ADVISORY NETWORK ACROSS ASIA-PACIFIC**

*Havas today announces the acquisition of Australian Public Affairs (APA), one of Australia's most prominent and successful public affairs and strategic communications consultancies.*

Founded 27 years ago by Tracey Cain, APA will become part of H/Advisors, Havas's global strategic communications advisory network. This will be H/Advisors' first owned operation in Australia and an important next step in its strategic growth plan across the APAC region. On closing, the firm will be renamed H/Advisors APA.

This acquisition is part of the continued investment in Havas' capability across strategic communications and regulated environments. Working alongside other agencies in the network, H/Advisors APA's leading, insight-driven strategic counsel will add important new expertise and geographic reach to the network's global clients as they continue to expand across borders. It will also further strengthen Havas' presence in Australia, adding new capabilities to better serve its clients.

The local leadership team that includes CEO Tracey Cain, Deputy CEO Phil McCall, and CFO Kathryn Higgs will continue in their roles.

**Yannick Bolloré, Chairman and Global CEO, Havas, and Chairman, Vivendi, said:** "APA as part of Havas and H/Advisors will enable us to further accelerate our plans for developing our public affairs, financial PR and strategic communications offering across the APAC region. We are delighted to welcome the talent, experience and smarts of Tracey and her team to our Havas family."

**Tracey Cain, Chief Executive Officer of Australian Public Affairs and H/Advisors APA, stated:** "For nearly three decades, we have built APA as a high quality, evidence-based firm with expertise in regulated sectors and complex stakeholder environments. The logical next step for us is to partner with Havas and H/Advisors to expand the services offered and the reach of our client base. We have ambitious plans and are excited to take the next step with H/Advisors and the broader Havas family."

**James Wright, Group CEO Havas Creative Network Australia, said:** "As the Australian consulting landscape reforms amid recent crises, opportunity is emerging

for strong, capable and values driven global challengers that bring local knowledge and smart thinking. With complementary skills and alignment, H/Advisors APA will be perfectly positioned to fulfil requirements of corporates, governments and NFPs in need of a new approach. We look forward to integrating Tracey and her team into the Havas Village in the coming months.”

**Neil Bennett and Tom Johnson, Global Co-CEOs of H/Advisors, said:** “Our group’s strategy of adding leading strategic communications advisory firms in the core financial capitals around the world and growing them continues with this exciting new partnership. Not only is APA widely respected as the leading public affairs agency in Australia, the firm’s platform and growth ambitions will play a critical role for us as we look to expand our presence throughout the APAC region.”

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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 over 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, Havas Creative Network, Havas Media Network and Havas Health & You, work together with agility and in perfect synergy to offer tailor-made, innovative solutions to clients that support them in their positive transformation. Havas is committed to building a diverse culture where everybody feels they belong and can be themselves and thrive. Havas integrated into Vivendi, a global leader in media, entertainment, and communications, in December 2017. Further information about Havas is available at [www.havas.com](http://www.havas.com).

**About H/Advisors**

H/Advisors is a leading global strategic advisory network. Founded in 2001 in London, New York and Paris, the group employs more than 1400 consultants in 24 countries. We provide best-in-class strategic communications advice and counsel for corporations and institutions in Europe, the Americas and Asia at their most critical moments by developing bespoke and holistic communications strategies that reach and influence their core stakeholders. Our expertise extends across corporate communications and investor relations disciplines, including M&A and activism, public affairs, crisis, change management, sustainability, ESG and litigation. We have a unique strategic approach combining local market expertise, seamless cross-border collaboration and global scale that helps our clients achieve their goals. H/Advisors work for many of the world’s leading publicly traded companies, private equity and investment firms, and education and philanthropic institutions. Backed by Havas and Vivendi, one of the world’s largest communications groups.

[www.h-advisors.global](http://www.h-advisors.global)

**About H/Advisors APA (formerly Australian Public Affairs)**

H/Advisors APA is a leading strategic communications consultancy with a bipartisan, national footprint and expertise in regulated sectors and complex stakeholder environments. Founded in 1996, and with offices in Sydney, Canberra, Adelaide and Melbourne, the firm employs over 20 senior consultants with sector expertise across a wide range of regulated industries.

Our specialties include intelligence gathering and advice for alignment and opportunity, protection of reputation and competitiveness, and advancement through integrated campaigning. The team members have backgrounds in politics, policy, media and advisory roles - we are intellectual in our approach, curious in investigation, and creative in the provision of solutions.