



PRESS RELEASE

Paris, November 7, 2023

HAVAS ANNOUNCES ACQUISITION OF PR PUNDIT, GROWING GLOBAL PR NETWORK, HAVAS RED, IN INDIA

*The acquisition marks Havas' continued expansion in India,
broadening its offering with added PR capabilities.*

Today, Havas has acquired a majority stake in PR Pundit, one of India's foremost PR consultancy firms. This strategic move marks the debut of Havas Red, a Havas global PR network, into the vibrant Indian market. On closing, the firm will be rebranded PR Pundit Havas Red.

Winners of the Provoke Media's Consumer Consultancy of the Year, at the recent Asia Pacific Awards in 2023, PR Pundit is an integrated communications consultancy which has built its reputation and equity as front runners in consumer lifestyle, serving more than 100 retainer clients across a variety of sectors including Hospitality, F&B, Corporate, CPG, Start-Ups, Lifestyle, Luxury, and Beauty & Skincare. The 25-year-old company boasts expertise in brand positioning and corporate communications and has a team of 160 PR practitioners across its three offices in Bengaluru, Mumbai, and Delhi NCR.

PR Pundit has been a valued affiliate of Havas in India for some time. This acquisition cements the association and enhances Havas' capabilities to extend public relations services in India as part of its bouquet of creative, media and healthcare offerings. In parallel, Havas Red's continued international expansion adds important new expertise and geographic reach to the network's global clients. The entry in the Indian market is the network's second addition in 2023, following the opening of Havas Red South Africa earlier in the year.

Archana Jain, Founder and Managing Director of PR Pundit, will continue to lead PR Pundit Havas Red, reporting to Rana Barua, Group CEO of Havas India and James Wright, Global CEO of Havas Red.

"We are thrilled to welcome PR Pundit to the Havas family. The synergies between PR Pundit's expertise, Havas India's clients, and the global PR clients of Havas Red are exceptionally strong, setting the stage for many meaningful collaborations. With the backing of Vivendi and their extensive entertainment assets in India, the expansion

into PR, communications and social media is a strategic move that aligns perfectly with the evolving landscape of the market and industry," commented Yannick Bolloré, Chairman and Global CEO Havas.

"Joining Havas will enable us to enrich our services and geographic reach for the benefit of our clients," said Archana Jain, who founded PR Pundit in 1998. "We are excited to lend our expertise and entrepreneurial drive as well as share our local PR understanding with Havas Red in our common goal of undertaking benchmarking work and fostering long term partnerships, with our people and clients. Our relationship is based on shared values to elevate service capabilities, open doors to new opportunities and embrace best practices from around the world."

Rana Barua, Group CEO, Havas India, said, *"This acquisition once again reinforces our commitment of delivering comprehensive and impactful solutions to our clients. In our endeavour to offer integrated end-to-end communication solutions, we identified that the PR function was a missing piece. This acquisition brings together, two extremely powerful entities, Havas Red which has presence across 15 global markets with unmatched influence and reach, and PR Pundit, one of the most respected PR agencies in India with unparalleled brand reputation and a robust clientele. I welcome team PR Pundit to the Havas India family. Together with Havas Red, I look forward to the beginning of an exciting journey."*

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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.

About Havas Red

Havas Red is a Havas global PR network that comprises approximately 40 agencies around the world and more than 1,300 employees. Havas Red's strategic merged media model brings together traditional and digital publishing, content, social media and data within a single infrastructure. For further information, please visit redhavasgroup.com.

About PR Pundit

PR Pundit is an award-winning integrated communications consultancy led by a collective of experts who have a pulse on the now and new. 2023 marks 25 years of PR Pundit offering brand communications, corporate PR and social media solutions. Its team strength of almost 200, across its three offices in Bengaluru, Mumbai and Delhi NCR, are adept at elevating perception by crafting inspiring strategies. PR Pundit is a strong perennial brand that pursues an inventive & adaptive story-telling approach, embracing community advocacy, authentic influencer marketing and social media management in the age of digital. It pursues an ethos of being a value-creator for its team, client partners, the larger industry and the community at large.