



PRESS RELEASE

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HAVAS ANNOUNCES NEW LEADERSHIP APPOINTMENTS

Alberto Canteli, Chairman and CEO, Havas Nordics, Benelux, Central & Eastern Europe, and Middle East to add global responsibilities to his remit with Rana Barua, Group CEO, Havas India now assuming oversight of South East & North Asia.

Havas today announces the elevations of two senior leaders.

Rana Barua, based in Mumbai, will extend his remit to include South East & North Asia. Barua's career spans nearly three decades, including the last five years spent overseeing Havas' India operations, comprising over 2,000 people across Havas Creative Network and Havas Media Network. The expansion of Barua's scope adds nine additional markets under his leadership in his new role as Group CEO India, South East & North Asia.

Speaking about his new role, **Rana Barua** said, "I am extremely excited and thankful to the global leadership team for entrusting me with this additional responsibility. These nine distinct markets in South East & North Asia, provide multiple and diverse occasions for collaboration for both our global and local clients. I look forward to working closely with the regional teams and each country's leadership to create more meaningful engagements and opportunities for our talent and clients."

In parallel, Alberto Canteli, based in Dubai, will continue as Chairman and CEO Havas Nordics, Benelux, Central & Eastern Europe, and Middle East, while taking on new responsibilities driving special projects in coordination with Donna Murphy, Global CEO, Havas Creative Network and Havas Health & You. This new area of focus will include identifying growth levers and developing actionable strategies at the global level, including new client opportunities, services, expansion, and cross selling. A long-time veteran of Havas, Canteli has been serving as a key pillar in the international expansion of Havas for more than twenty years.

"During moments like these of continued disruption and transformation, I am thrilled to have the opportunity to combine my regional responsibilities in Europe and the Middle East with a new role that will facilitate a closer collaboration with our global leadership team. AI, Web 3.0 and Blockchain among other advancements, will have a strong impact on our industry and it will be a privilege to contribute to the

transformation and turnaround of our business moving forward,” shared **Alberto Canteli**.

“I would like to warmly congratulate Alberto and Rana on their new, expanded roles. Their proven leadership skills, vast expertise and innovative thinking will create new synergies and accelerate growth, allowing our teams to further build on Havas’ integrated approach and offer our clients the best possible outcomes,” commented **Yannick Bolloré**, Chairman and Global CEO, Havas.

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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 23,000 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.