



Part of Havas Media Network

PRESS RELEASE

Paris, April 11, 2024

HAVAS ACQUIRES TED CONSULTING

Havas today announces the acquisition of French data consultancy firm TED Consulting. Specialized in all aspects of digital transformation, TED consulting will join the organization under Havas Media Network to enhance its use of data through unique expertise in AI powered hyper-automation, creating a first-of-its-kind range of optimization solutions for clients.

Founded in 2016 by Mathias Chaumon, and having quadrupled revenue in just three years, TED Consulting helps clients automate business processes in all areas of operations thanks to RPA (Robotic Process Automation) technology. The uniqueness of TED Consulting lies in its early integration of artificial intelligence models into robotization processes. TED Consulting deploys tailor-made applications on Cloud infrastructures. Its data DNA, technology-driven culture, and business-centric positioning combine to create a premium approach to the market with the ability to deliver high-stakes business optimization projects.

This acquisition capitalizes on the synergy of talents in terms of technological expertise and consulting know-how, which will enable Havas Media's Business Science division, a unit dedicated to harnessing the power of data and AI, to further accelerate its development by offering increasingly innovative solutions to support brands in their transformation challenges.

In doing so, Havas is creating a solution that is unprecedented on the market, combining data, automation, robotization and artificial intelligence. As a result, Havas' teams can deliver process automation projects powered by AI, allowing them to achieve an unparalleled level of accuracy as well as operational and financial efficiency.

Supported by a network with global reach as well as local expertise, these solutions will be available both in France and internationally for companies operating in all sectors.

Mathias Chaumon, founder of TED Consulting, will join the Havas Business Science management committee as Deputy CEO of TED Consulting. Yoann Denee, Chief Data Officer of Havas France and President of Havas Data Business Intelligence, will take over as Chairman of TED Consulting.



From left: Mathias Chaumon, Founder of TED Consulting; Yoann Denee, President of Havas Data Business Intelligence and Chief Data Officer of Havas France

Yannick Bolloré, Chairman and CEO of Havas: "We are thrilled to welcome Mathias and the entire TED Consulting team to the Havas family. Their unique expertise in AI powered hyper-automation will accelerate our existing offering to better meet our clients' operational challenges across all industries."

Yoann Denee, President of Havas Data Business Intelligence and Chief Data Officer of Havas France: "Thanks to TED Consulting's expertise in AI powered RPA within our Business Science division, Havas is creating a meaningful automation offer that is unique and exclusive on the market, for all brands."

Mathias Chaumon, Founder of TED Consulting: "The complementary nature of our expertise and methodologies, as well as our shared culture of delivering excellence and client satisfaction, make this project an obvious choice. We are going to put these synergies to work, through our technological expertise and our consulting know-how, in all areas of hyper-automation. We look forward to joining the Havas Business Science adventure."

--

For more information, please contact:

Charlotte Rambaud

Global Chief Communications Officer
charlotte.rambaud@havas.com
+33664676627

Kristin Calmes

Global Senior Communications Officer
kristin.calmes@havas.com
+3315777713

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

About Ted Consulting

TED is a consulting firm specializing in the implementation of acceleration projects through the integration of Hyper-Automation solutions powered by Artificial Intelligence. We optimize all business processes using RPA (Robotics Process Automation) methods, enhanced by Artificial Intelligence processes. We deploy tailor-made Cloud infrastructures docked and integrated with our customers' systems to optimize their business performance. Our skills in Business Intelligence (BI) and Data visualization also enable us to develop Reporting Automation projects. With a constant focus on creativity, agility and adaptation to our environment, coupled with a strong intrapreneurial culture, we support our customers in all aspects of their digital transformation, whether they are large international groups, SMEs or very small businesses.