

TRANSCRIPT VIDEO

**A CLIENT PERSPECTIVE VIDEO**

**Paul Hudson, CEO, Sanofi :** The relationship with Havas has been going on, as you said, for 15 years. You know, I think our relationship has gone from strength to strength since then.

**Yannick Bolloré, Chairman and CEO, Havas :** Do you have any advice on how we can be a better partner to Sanofi for Dupixent and for the launch of the new products.

**Paul Hudson, CEO, Sanofi :** Yes, for sure. You know, one of our first conversations, I think is one of the reasons we started well, was we had a shared desire to see Dupixent reach as many patients who needed it as possible. And the team and everybody really stepped forward to bring advice, to share best practices from other industries, other sectors and their own experiences from healthcare. I think we shared a common interest in being disciplined. Great partnerships grow together I find, and that's what we have done, we did it together. We did it through media, through creative, through delivery, through execution.

We expect you to push us, you pushed me a lot on what we could do more with data and digital from the very beginning.

Remember in the end, if we keep pushing each other, more patients who are suffering have a shot at a normal life. So it's good that between the two companies we press. I am excited about the partnership and where it goes. I know you'll tell me if you're not happy with it, and I'll tell you the same. That's how it should be.

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**OLYMPIC GAMES VIDEO**

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**Design a unique branding system with Paris at its core**

**Bringing the Games and France to life with THE mascot**

**Celebrating France with the Torch Relay**

**Engaging France and the world with the most innovative ceremonies**

**Make brands shine**

**Create exceptional moments**

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