



PRESS RELEASE

Paris, April 23, 2025

Havas deepens AI leadership through strategic partnership with Ostro

Partnership strengthens Havas' innovation strategy, providing premier access to the fastest-growing AI engagement platform in life sciences.

Havas today announced a strategic investment and partnership with Ostro, the trailblazing AI-powered engagement platform built for the life sciences industry. In a world where consumers and healthcare providers (HCPs) are bombarded with information about new healthcare treatment options, Ostro provides a personalized healthcare journey and serves as the AI interface connecting life science companies with the medical community and patients to drive better health outcomes for individuals and increased ROI for brands.

This milestone partnership marks a pivotal advancement in Havas' ongoing transformation agenda, further reinforcing the Group's leadership in data, technology, AI, and personalized content delivery. Ostro's award-winning platform is trusted by a majority of the top 10 global biopharma companies—and adoption is accelerating both within the top 10 and across mid-sized pharma and emerging biotech. Ostro's rapid expansion is driven by its ability to seamlessly integrate into both branded and unbranded HCP and patient digital experiences, enabling dynamic, agent-led personalized engagement—all while meeting compliance and regulatory standards in full, and with implementation in eight weeks or less.

"At Havas, we are constantly seeking technologies that create meaningful value for our clients," said **Yannick Bolloré**, CEO and Chairman, Havas. "Ostro represents a significant leap forward in intelligent brand engagement, making this strategic partnership a natural evolution of Havas' Converged strategy and part of the Group's expected €400 million investment in data, tech and AI over four years, as announced last year. This partnership aims to unlock new levels of insight, modular content delivery, and optimized omnichannel performance through Ostro's cutting-edge solutions and Havas' leading brand expertise."

Through this preferred partnership and strategic investment, Havas gains premier access to Ostro's platform across its entire global ecosystem. It will support Havas Health Network clients, with plans to expand across Havas Creative and Media Networks—fueling smarter content workflows, omnichannel activations, and enhanced media precision. Ostro's capabilities have already extended into medical affairs, with additional innovations on the horizon.

"This partnership reflects our dedication to creative innovation in health and wellness," said **Donna Murphy**, Global CEO, Havas Health & Creative Networks. "By combining creativity with AI-powered intelligence, we're empowering clients to deliver more relevant, personalized, and compliant experiences at scale."

Advised by Houlihan Lokey, the investment represents the latest in a series of strategic moves by Havas to accelerate its transformation through AI, data, and content. Together, Havas and Ostro will unlock new opportunities for life sciences companies to move beyond awareness—toward engagement that is adaptive, intelligent, and agentic.

"Ostro was built to make healthcare engagement more intuitive and personalized," said **Dr. Chase Feiger**, CEO & Co-Founder, Ostro. "Partnering with Havas gives us a global platform to scale our vision with a team that shares our passion for redefining the future of brand experience through AI."

"This partnership helps scale agentic engagement. Ostro's technology doesn't just respond with static one-size-fits-all content; it is truly context-enabled," said **Ahmed Elsayyad**, President & Co-Founder, Ostro. "It drives more intelligent, aligned engagement at every point in the healthcare journey."

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About Havas

Founded in 1835 in Paris, Havas is one of the world's largest global communications groups, with nearly 23,000 people operating in over 100 markets and sharing one mission: to make a meaningful difference to brands, businesses, and people. To meet the needs of its clients, Havas has developed a seamlessly integrated strategy and operating system, Converged, fusing all its global expertise, tools and capabilities, to create, produce, and distribute real-time, optimized, and personalized marketing solutions at scale. With inspired human ideas at the heart of this unique model, supercharged by the latest data, technology and AI, the teams work together with agility and in perfect synergy within Havas Villages to provide clients with tailor-made solutions that support them in their positive transformation. Havas is committed to building a diverse, inclusive, and equitable workplace, that prioritizes the well-being and professional development of its talents. Further information about Havas is available at www.havas.com.

About Ostro

Ostro is a leader in AI-powered digital engagement solutions, dedicated to helping life sciences brands create meaningful interactions that drive better outcomes. Through its innovative technology, Ostro enables organizations to connect with patients, caregivers, and healthcare providers in personalized and impactful ways.