



PRESS RELEASE

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Havas Drives Seamless Data & Insights Activation with Expanded YouGov Partnership

Enhanced YouGov relationship increases market coverage and drives deeper data and insights capabilities across the Media, Creative and Health networks.

Today, Havas and YouGov – the international online research data and analytics technology group – announced an expanded partnership that now spans 30 markets across the Media, Creative, and Health networks and incorporates bespoke health insights through proprietary panel data on chronic and seasonal conditions. Furthering Havas' Converged strategy of supercharging client growth through leading data and tech capabilities, the expanded partnership couples clients' first party data with YouGov's attitudinal and psychograph data, enabling the creation and activation of audiences at global scale with vertical-specific accuracy and a privacy-first approach.

"By accelerating adoption of YouGov's data and insights, we've been able to build larger, smarter models, creating increasingly sophisticated audiences that can be leveraged across the entire agency network in our Converged operating system. For our clients, we've boosted performance while safeguarding customer privacy, and for our people we've unlocked new efficiencies that empower them to focus on more strategic tasks," shared **Dan Hagen**, Global Chief Data and Technology Officer, Havas.

By leveraging YouGov and first party data sources in Havas' AI-driven Converged operating system, the agency network has automated the audience creation process, improving performance in client applications by over 50% through reductions in activation time and increases in lead conversion. As Havas continues to enhance its Converged operating system, the agency network is in constant collaboration with YouGov to identify new efficiencies and drive deeper, more actionable insights across the organization.

"We're incredibly proud of YouGov's work with Dan and his team at Havas since our partnership started four years ago," says **Stephan Shakespeare**, co-founder and CEO, YouGov. "The enhancement of the relationship is testament to how much they value the quality and connectivity of our data, our pioneering products and our deep expertise. We look forward to further expanding YouGov's partnership with Havas in the years to come as we continue to develop innovative approaches to show consumers' reality across the world."

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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 YouGov

YouGov is a global research data, and analytics group. Our mission is to offer unparalleled insight into what the world really thinks and does. With operations in the US, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

Above all, YouGov is powered by reality. That stems from a unique panel of millions of registered members across 55 countries, encapsulating some 18 million shopping trips and millions of interconnected data points. Our unique approach to recruiting and engaging with our panel, combined with our state-of-the-art technology platforms, enables us to deliver real-world, real-time insights that lead to better decision-making and a competitive advantage for our clients.

As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are consistently one of the most quoted market research sources in the world.

YouGov /Research Reality

For further information, visit business.yougov.com