



PRESS RELEASE

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Havas expands CX capabilities in North America with acquisition of Enverta Digital

Havas strengthens its position as a leader in CX, CRM, and digital transformation, reinforcing its strategic vision to embed customer experience at the center of its Converged strategy.



Left to right: Alex Chepovetsky, President, Havas CX Canada and Jacob Ciesielski, Founder and CEO, Enverta Digital.

Havas is bolstering its North American customer experience operations through the acquisition of Enverta Digital, a team of leading CRM and digital transformation specialists headquartered in Toronto. This strategic move enhances the Group's CX and innovation capabilities and further augments its ability to deliver integrated, tech-enabled solutions. It represents an important step in advancing Havas' Converged global strategy, putting CX at the center to deliver solutions that blend creativity and capability to transform brands.

Since 2021, Enverta Digital has quickly established itself as a trusted partner for a growing portfolio of leading global brands. Enverta's unique and innovating client engagement model enables seamless integration and collaboration with client marketing, business and technology teams. The company specializes in CRM tech

strategy and implementation, leveraging deep expertise in leading marketing technology platforms, including Salesforce, Adobe, Microsoft and Braze. Enverta's operations span Canada and Poland, enabling scalable near and offshore delivery for the North American market. Enverta emerged as an appealing acquisition due to its strong market alignment, collaborative ways of working, cultural compatibility, and scale - all aligning seamlessly with Havas' strategic CX goals. The two companies have already established a successful working relationship, with proven case studies and notable successes demonstrating the value of this partnership.

Enverta will join the organization under Havas CX Canada, reinforcing its role as one of Havas' key Centers of Excellence for customer experience in North America. With a substantial portion of Havas CX Canada's clients based in the US, integrating Enverta's CRM expertise will drive new business opportunities, deliver bundled technology, and develop best-in-class marketing solutions for clients looking to strengthen their CX approach. Enverta's offshore team in Poland supports scalable operations, while its recurring revenue model complements Havas' growing CX portfolio in North America.

"I'm delighted to welcome Jacob and the entire Enverta Digital team into the Havas family. This addition represents a meaningful step forward in our ongoing mission to redefine and elevate customer experience. By placing CX at the core of our Converged strategy, this move underscores our unwavering commitment to innovation and strengthens our ability to lead in the CX space with transformative, tech-enabled solutions that are fully integrated across our service offerings," shared **Yannick Bolloré**, CEO and Chairman, Havas.

"By integrating Enverta's CRM expertise with the creative prowess and technological strength of Havas' CX division, we are uniquely positioned to deliver end-to-end solutions that drive meaningful engagement and business growth," added **Alex Chepovetsky**, President, Havas CX Canada.

"Our focus on CRM and digital enablement aligns seamlessly with Havas' commitment to delivering holistic, customer-centric solutions. This partnership will allow us to combine Havas' global resources and creative expertise with our strengths to deliver a full service digital offering, centered on driving highly-personalized consumer experiences across all touchpoints and channels," shared **Jacob Ciesielski**, Founder and CEO, Enverta Digital.

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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 Havas CX

Havas CX is a global network dedicated to combining the power of data, technology, and design to create meaningful experiences and deliver value across the entire customer journey. It brings together more than 1,800 people across 19 countries to combine the power of rich insights, user-centric technology and experience-led design to transform business performance for our clients. With a strong global footprint and renowned proprietary research on the barometers of great Customer Experience (The X Index), Havas CX is a powerhouse of experts in every area of digital transformation and design, customer experience and customer engagement, eCommerce and much more.

About Enverta Digital

Enverta Digital is a customer engagement consultancy specializing in CRM strategy, marketing operations, and modern marketing technology enablement. With deep expertise in platforms such as Salesforce, Adobe, Microsoft, and Braze, Enverta partners with leading brands in North America to design and deliver personalized, data-driven journeys across all channels. The company's integrated approach brings together marketing, business, and technology teams to drive measurable outcomes and improve lifetime customer value. EnvertaDigital is recognized for its hands-on delivery model, flexible engagement style, and a strong focus on client success.