



PRESS RELEASE

Paris, July 22, 2025

Havas Acquires Leading Independent Spanish Digital Performance Agency Tidart

This strategic acquisition reinforces Havas' global leadership in performance and e-commerce while advancing its expansion strategy in Spain, a key market for the Group, by strengthening the capabilities and reach of Havas Market, Havas Media Network's global e-commerce proposition.



From left to right: Óscar Dorda, Business Managing Director, Havas Media Network Spain; Antonio Ramírez, CEO, Tidart; Jorge Irizar, Global COO and CEO, Havas Media Network Spain.

Havas is further strengthening its global performance and e-commerce capabilities with the acquisition of Tidart in Spain. Tidart will maintain its brand and operational structure, while integrating into Havas Media Network's global e-commerce proposition, Havas Market. This move deepens Havas' digital performance expertise, enhancing its ability to deliver greater value and drive sustained business growth for its clients.

Antonio Ramírez, CEO, Tidart, will remain in his role, ensuring continuity of the successful model that has established Tidart as a leader in digital, performance and e-commerce solutions. The agency's team of more than 40 professionals will join the Havas family, relocating to Havas Village Madrid offices.

Founded in 2012, Tidart stands out in the industry for its longstanding commitment to innovation and excellence in the digital ecosystem. Specializing in the fusion of technology and innovation in digital planning, the agency delivers tailored paid media solutions for advertisers and brands. From strategic definition to media planning and buying, it crafts fully customized campaigns aligned with each client's objectives, leveraging proprietary, cutting-edge technology to optimize advertising investments across every stage of the conversion funnel.

Yannick Bolloré, CEO, Havas, stated: "I am thrilled to welcome Antonio and the exceptionally talented team at Tidart to the Havas family. This acquisition reinforces our strong commitment to empowering clients through the transformative potential of digital performance. With Tidart's proven expertise in performance and e-commerce, we are well positioned to deliver innovative strategies that unlock greater value and accelerate business growth for our clients both in Spain and across global markets."

Jorge Irizar, Global COO and CEO, Havas Media Network Spain, added: "With the acquisition of Tidart, we are making strong progress in our business diversification strategy, with a clear and specific focus on the key areas of performance and e-commerce. This operation not only strengthens our capabilities in these areas but also enables us to offer our clients more integrated, innovative, and results-oriented solutions in an increasingly digitalized and competitive industry."

Antonio Ramírez, CEO, Tidart, commented: "We are very excited to begin this new chapter with Havas. This operation represents an ideal strategic alliance, combining our specialized capabilities with the strength and global reach of a well-established network like Havas Media Network, a benchmark in technology, innovation, and eCommerce solutions. This integration places us in a privileged position to continue growing, expanding our value proposition, and offering our clients even more comprehensive, efficient solutions aligned with the current challenges of the digital environment."

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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.AI, 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 an 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 Tidart

Tidart is a leading digital performance and eCommerce strategy agency. Founded in 2012, the company has established itself as a benchmark in the Spanish digital agency landscape, recognized for its ongoing commitment to innovation and excellence in the digital ecosystem. Specializing in the integration of technology and innovation into digital media planning, Tidart offers advertisers and brands fully customized paid media services tailored to each client's specific objectives. From strategy definition to media planning and buying, the agency leverages proprietary and cutting-edge technology to optimize advertising investment at every stage of the conversion funnel. For more information: www.tidart.com.