



PRESS RELEASE

Paris, October 21, 2025

Bertille Toledano, CEO of BETC, appointed President of Havas Creative Network and CEO of Havas Creative Middle East, to lead the launch of a new Creative Powerhouse in the region



*Bertille Toledano, CEO of BETC, President of Havas Creative Network, and CEO of Havas Creative Middle East.
Credits: Philippe Miran*

Havas today announced the appointment of Bertille Toledano, CEO of BETC, as President of Havas Creative Network, and CEO of Havas Creative Middle East. In her new role, she will lead the launch of a new Creative Powerhouse in the Middle East, reinforcing the Group's commitment to world-class creativity and bold production capabilities.

Bertille Toledano will continue in her role as CEO of BETC, the agency founded 30 years ago by Mercedes Erra and Rémi Babinet, who now serve as Chairs of its Supervisory Board. BETC embodies the power of creative excellence to move people, cut through the noise, and create lasting value for brands. Since joining the Group in 2012, Bertille Toledano, alongside Stéphane Xiberras, President & Chief Creative Officer BETC and Head of the Global Creative Council of Havas Creative Network, has pushed this mission further, and developed the agency on the

international stage. Today, BETC is recognized as a world-class, award-winning agency, including its ranking as the first agency for creativity by WARC in 2024.

Building on this success, Bertille Toledano is now appointed President of Havas Creative Network, under the leadership of Donna Murphy, CEO of Havas Creative and Health Networks, and will join Havas' Executive Committee, embodying the Group's commitment to creativity at the highest level.

Over the past years, Bertille has also played a significant role internationally, particularly in the Middle East, a region where Havas works in close partnership with the Chalhoub Group. Echoing the extraordinary potential of this region, a new Havas Creative Powerhouse is launched in the Middle East, under Bertille's leadership. She will bring her energy, talent, and vision to the Middle East, by overseeing all creative, PR, CX, production and event activities across the region. On this occasion, the Havas Creative Middle East agencies will be renamed BETC Middle East.

In this role, Bertille will work closely with Yannick Bolloré, Mercedes Erra and Donna Murphy, with the support of Alberto Canteli, Chairman & CEO NEC region and the Middle East and Chairman Africa, as well as Dany Naaman, CEO of Havas Middle East, to ensure that this region delivers its full creative and business potential leveraging our Havas' Converged.AI strategy.

"In the age of AI, our clients are increasingly seeking to partner with creative powerhouses that are culturally relevant, locally insightful, and globally outstanding. They expect world-class creativity backed by bold production capabilities. That's why creative excellence is at the heart of our strategy, and Bertille's vision and leadership will help us bring this ambition to life in a region full of opportunities," said **Yannick Bolloré**, CEO, Havas.

"Bertille's appointment marks an exciting new chapter for Havas Creative. The Middle East represents one of our most dynamic growth regions, and her creative vision, international experience, and entrepreneurial spirit will help us unlock its full potential. I'm thrilled to welcome her to our global leadership team and to collaborate on realizing the region's full potential," said **Donna Murphy**, CEO, Havas Creative & Health Networks.

"Bertille embodies all the cultural values that Remi and I deeply believed in at BETC. I'm proud that she can carry them forward today within the Havas Group," stated **Mercedes Erra**, Founder and Chairwoman of the supervisory board, BETC.

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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.