

HAVAS

KAIMERA

PRESS RELEASE

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Havas Accelerates Growth in ANZ with Acquisition of Independent Media Agency Kaimera

Strategic Addition Expands Havas Media Network's Scale and Capabilities, Reinforces Converged.AI Strategy, and Unlocks New Opportunities for Clients



Left to Right: James Wright, Group CEO Havas ANZ & Global Chair, Havas PR Network; Nick Behr, CEO and Founder, Kaimera; and, Trent McMillan, Chief Digital and Product Officer and Founder, Kaimera

Havas announces the acquisition of Kaimera, an award-winning, independent media agency recognized for its expertise in simplifying media complexities and delivering tailored, impactful solutions. This strategic move strengthens Havas Media Network's footprint in Australia and New Zealand, adding scale and specialist capabilities while accelerating the deployment of Converged.AI, Havas' group-wide AI-driven, data-powered strategy and operating system. Kaimera will join the organization under Havas Media Network and operate as "Kaimera, a Havas Company."

Founded in 2016, Kaimera has grown into a 50+ strong agency with offices in Sydney and Melbourne and team members in Auckland. Known for crafting straightforward, customized solutions that deliver measurable results, Kaimera brings deep expertise and a strong reputation that will reinforce Havas' dynamic and ambitious ANZ business plan focused on growth, entrepreneurial investment, and excellence for clients. Kaimera's clients include Nando's, Scape, IMB bank, Afterpay and BritBox.

By integrating Kaimera's proven expertise and entrepreneurial culture into Havas Media Network, this acquisition enhances Havas' ability to converge creativity, media, and technology into one powerful offering. Kaimera's management team, led

by founders Nick Behr and Trent McMillan, will report to James Wright, Group CEO of Havas ANZ, and will initially remain in their current offices in Surry Hills, Sydney, and South Melbourne, Melbourne. With Kaimera joining the group Havas ANZ takes its headcount to over 450 staff locally.

The deal comes at an exciting time for Havas Group ANZ following the recent introduction of its bold new positioning – Deliberately Different. This strategic platform reinforces its unique integrated offering: a Village of agencies combining the agility and entrepreneurial spirit of an Indie with the backing and resources of a global network.

Yannick Bolloré, Chairman and CEO, Havas: "I'm delighted to welcome Nick Behr, Trent McMillan and the talented team at Kaimera to the Havas family. This deal reinforces our commitment to the Australian and New Zealand markets and our belief in the opportunity there with James and his leadership team. We have very clear ambitions across our Group, and bringing in Kaimera's expertise and strong reputation will further strengthen our network and accelerate the deployment of our Converged.AI strategy, ensuring we deliver excellence for our clients."

James Wright, Group CEO, Havas ANZ: "The acquisition of Kaimera is a clear statement of our ambition in Australia and New Zealand. As part of our new ANZ business plan and positioning of being 'deliberately different,' we are focused on growth and entrepreneurial investment in the region. To deliver on this, we want to bring in the best talent and resources to deliver more powerful and meaningful results for our clients. We believe Kaimera's culture, proven track record, and specialist capabilities are a perfect complement to our Group. We welcome Nick, Trent, and their team."

Nick Behr, CEO and Founder, Kaimera: "We need to stay future-focused for our clients and our people, and Havas is the perfect partner for this next chapter. The group has a clear vision and strong foundations for where it's heading. Joining Havas gives us access to greater investment, scale, resources, tools and technology, particularly in AI, while allowing us to stay true to our culture and approach. Together, we can deliver even more meaningful growth for brands across Australia, New Zealand and beyond. We're excited to begin this new chapter with James and the Havas team."

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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 Kaimera

Founded in 2016, Kaimera is an independent media agency specializing in unraveling media complexities and crafting straightforward, customized solutions that deliver measurable results. With offices in Sydney and Melbourne and team members in Auckland, Kaimera partners with leading brands to drive growth through innovative media strategies. For more visit: kaimera.com.au