

PRESS RELEASE

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Havas expands data expertise with acquisition of Unnest



Left to right: Nicolas Chollet, Co-founder, Unnest; Capucine Pierard, Vice President, Havas Media Network France; Mehdi Moreau, Co-founder, Unnest; Yoann Denée, Chief Data Officer, Havas France, and President of Havas Data Business Intelligence. Photo credit: Mathis Queraux, Make it Live

Havas today announces the acquisition of Unnest, a leading French data consulting and engineering firm with deep end-to-end expertise in designing, building, and deploying data platforms. This strategic addition strengthens Havas Media Network's global data, technology, and analytics arm, CSA, reinforcing Havas' commitment to harnessing technology and data as part of its Converged.AI strategy to help brands successfully navigate transformation challenges.

Founded in 2021 by Nicolas Chollet and Mehdi Moreau, Unnest has established itself as a respected player thanks to its specialist expertise in technology infrastructures, its ability to deliver high-value-added projects, and its implementation of best-in-class tech solutions. With teams of experts specialized in Data & Cloud Engineering (Google Cloud Platform, Azure, Snowflake, Amazon Cloud, etc) and AI, Unnest strengthens the group's Business Science practice and significantly boosts its ability to deploy data strategies at scale. Unnest serves an impressive portfolio of top-tier clients spanning retail, travel, beauty, automotive, and luxury industries

This acquisition will help foster strong synergies with CSA Data Consulting, DBi, and TED Consulting by integrating Unnest's specialist expertise at the heart of the group's Business Science solutions, creating a combined team of 120 data experts in France.

Supported by CSA's global network, these solutions will be rolled out in France and internationally across companies from all sectors.

Unnest is joining the Havas group while retaining its agility and technological DNA, benefiting from the group's strategic partnerships and its globally recognized clients.

Yannick Bolloré, Chairman and CEO, Havas: "We are thrilled to welcome Nicolas Chollet, Mehdi Moreau, and the entire Unnest team to the Havas family. Their technological expertise will be a valuable addition to the acceleration of our Converged.AI strategy. They will help drive the adoption of AI solutions across our client base, addressing strategic and operational challenges while maintaining the highest standards of excellence."

Yoann Denée, Chief Data Officer Havas France and President of Havas Data Business Intelligence: "Integrating Unnest into our Business Science ecosystem enhances our ability to deliver increasingly advanced tech solutions and to address the growing challenges our clients face in transforming their businesses through data, AI, and automation."

Nicolas Chollet, Co-founder of Unnest: "In a rapidly growing data and AI landscape, joining Havas represents a unique opportunity to accelerate our growth and leverage our technological expertise in support of a global vision. We are eager to contribute to the creation of innovative solutions for brands."

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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 Unnest

Unnest is a data consulting and engineering company that helps organizations place data at the heart of their marketing and business performance. Its teams design and deploy data platforms on leading cloud

providers, ensure data quality and governance, and develop concrete use cases such as media performance measurement, customer insights, first-party activation, automation, and applied AI. Unnest supports large enterprises and mid-sized companies across a variety of sectors, including luxury, tourism, and retail, among others, with an approach that combines technological expertise, an understanding of business challenges, and a strong delivery culture. For more visit: www.unnest.co.