



PRESS RELEASE

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Havas launches data and analytics arm, CSA, in Sweden with Ctrl Digital acquisition



From left to right: Jorge Bermejo, Regional Finance Manager Havas; Eduardo Villaverde, Legal Manager Havas; Arturo Carranza, CFO, NEC & Middle East Region Havas; Anton Gezelius, Partner & Executive Ctrl Digital; Jenny Leeb, CEO Havas Sweden; Ted Solomon, CEO & Founder Ctrl Digital

Havas is pleased to announce the acquisition of a majority stake in Ctrl Digital, one of Sweden's leading specialists in measurement, analytics, and data activation. With this acquisition, Ctrl Digital joins Havas Media Network's global technology, data, and analytics consultancy, CSA, marking its official launch in Sweden and the Nordics. This strategic move strengthens Havas' global CSA network and underscores its commitment to helping clients future-proof their business and ensure measurability across the entire effect chain.

Founded in 2018 by Ted Solomon, Ctrl Digital is a consultancy specializing in digital analytics, measurement, and data activation. The company helps organizations build

reliable data foundations and transform first-party data into actionable insights across sales and marketing. Working at the intersection of marketing, analytics, and technology, Ctrl Digital supports clients from tracking and cloud-based platforms to advanced modeling and activation in media and CRM systems, all with a strong focus on data quality, privacy, and long-term value creation.

By combining strategic expertise with deep data and technical capabilities, Havas and Ctrl Digital create a unified offer that accelerates client growth and strengthens long-term competitiveness across the Nordics. Ctrl Digital's strong position in Sweden as a specialist in measurement, data activation, and data-driven marketing reinforces Bizkit Havas, Havas' local, full-service agency, and further enhances the Havas Village Sweden offer. This integration expands the scope and scale of services and contributes to a stronger, more data-driven Nordic proposition.

"We are thrilled to welcome Ted Solomon and the entire Ctrl Digital team to the Havas family. Their deep expertise further strengthens the global data-powered solutions we deliver for our clients. This acquisition also advances our global strategy as we continue to expand our Converged.AI operating system driven by data, technology, and AI to help clients achieve their objectives with greater precision," commented **Yannick Bolloré**, Chairman and CEO of Havas.

"Ctrl Digital's expertise in measurement, analytics, and data activation makes our offer in Sweden significantly stronger. Their specialist capabilities enhance our integrated model across media, creativity, data, and strategy, and reinforce our ambition to deliver clear business results for clients. This move gives us a unique market position in the Nordics, combining creativity with data-driven precision to create measurable impact," said **Jenny Leeb**, CEO of Havas Sweden.

"We've built a strong position in Sweden in data and analytics for digital growth, and joining Havas is the natural next step. Their global expertise in CSA and our long-standing collaboration with Bizkit Havas create a clear strategic fit. Together, we gain the scale and platform to expand in the Nordics and Europe while continuing to deliver the measurable business results our clients expect," added **Ted Solomon**, founder and CEO of Ctrl 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.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 CSA

CSA is the global technology, data, and analytics consultancy arm of Havas Media Network. CSA's 450 + data scientists, machine learning & AI experts, behavioral economists, digital technologists, and data strategists meaningfully grow businesses around the world through a customer -focused and results oriented approach to data analysis, technology implementation, and optimization. CSA services leading clients, including Carrefour, Claro, ClubMed, EDF, Fidelity Investments, Hyundai, Iberia, KFC, Kia, L'Oreal, Maersk, Moncler, Naturgy, PNC Bank, Puma, Sanofi, Telefonica, Unicef, and Unilever with service offerings spanning all levels of data maturity across consulting, data science, and technology. For more information, visit the [website](#) or follow CSA on [LinkedIn](#) @CSA Global.

About Ctrl Digital

Founded in Sweden, Ctrl Digital is a consultancy specializing in digital analytics, measurement, and data activation. The company helps organizations build reliable data foundations and turn first-party data into actionable insights across sales and marketing channels. Ctrl Digital works at the intersection of marketing, analytics, and technology, supporting clients with everything from tracking and cloud-based data platforms to advanced modelling and activation in media and CRM systems. With a strong focus on data quality, privacy, and long-term value creation, Ctrl Digital partners closely with both marketing and IT teams to enable better decision-making and sustainable growth. More information is available at www.ctrl.digital.com.