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MUT

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Havas strengthens its experiential marketing offering with acquisition of Spanish agency MUT

This strategic acquisition strengthens Havas' leadership in brand experiences and live events, while advancing its growth strategy in Spain, a key market for the Group.



From left to right: Nacho Gómez CEO of MUT and Jorge Irizar, CEO of Havas Spain

Havas today announces the acquisition of MUT, a Barcelona-based leader in impact-driven experiential marketing and sustainable events. The acquisition strengthens Havas' experiential marketing offering in Spain and enhances the Group's ability to help clients engage audiences through brand experiences and live events.

Founded in 2010 by CEO Nacho Gómez, MUT is a 30-strong team with a proven track record of delivering high-impact projects. The agency positions itself as a Positive Creativity® partner, designing brand experiences and events that deliver social, environmental and business impact.

Combining strategy, creativity and innovation, MUT generates lasting value for brands, people and society. The agency works with a portfolio of leading clients, including Audi, Freixenet, T-Systems, Bodegas Torres, Veepee, Totogi, NTT DATA and Zurich Seguros, and is widely recognized as one of Spain's leading event agencies.

MUT will be integrated into Havas Spain, further strengthening the Group's capabilities across brand experiences, live events and sustainable event solutions. The acquisition supports Havas' continued growth strategy in Spain, a key market for the Group.

Nacho Gómez will continue as CEO of MUT, ensuring continuity of the company's business model and distinctive positioning.

"I am delighted to welcome Nacho Gómez and the entire MUT team to the Havas family. Their strong expertise in experiential marketing and live events perfectly aligns with our ambition to continue strengthening and expanding our capabilities in high-growth areas. By joining forces, we are enhancing our experiential marketing offering in Spain and enabling our clients to build desirable brands through powerful content and experiences that foster deeper connections with people," said **Yannick Bolloré, Chairman and CEO of Havas**.

"MUT is a key player in the sustainable events space, with a distinctive capability in both ideation and execution. This acquisition strengthens Havas' diversification strategy and enables us to further drive our clients' growth with an even more comprehensive value proposition," added **Jorge Irizar, CEO of Havas Spain**.

"For MUT, joining Havas is a natural step. We share the same vision for building brands in a constantly evolving world: the curiosity to challenge the status quo, the ambition to go further, and the conviction that experiences have the power to transform people, brands and organizations. Since our inception, we have believed that creativity and experiences can generate value for brands while delivering positive impact for society. Finding in Havas a group that shares this vision gives us confidence in the future, knowing that together we can help shape the evolution of our industry and further establish experiential marketing as a driver of growth, connection and positive impact for brands," declared **Nacho Gómez, CEO of MUT**.

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For more information, please contact:

Charlotte Rambaud

Global Chief Communications Officer
charlotte.rambaud@havas.com
+33 6 64 67 66 27

Delphine Maillet

Group Head of Investor Relations
delphine.maillet@havas.com
+33 6 80 36 18 12

Kristin Calmes

Global Senior Communications Officer
kristin.calmes@havas.com
+33 6 08 40 76 27

About Havas

Founded in 1835 in Paris, Havas is one of the world's largest global communications groups, with nearly 23,000 people in over 100 countries. With the ambition to help brands unlock Growth, Powered by Desire, Havas brings together creativity, media, technology and production capabilities to build strong, desirable brands that people genuinely want to engage with. Its integrated model is supported by Converged.AI, the Group's operating system that unifies data, technology and AI to deliver optimized, scalable marketing solutions across the full customer journey. AI-driven, fueled by human ingenuity, and grounded in the belief that desire drives both brand performance and business outcomes, Havas teams collaborate within Havas Villages worldwide to cultivate reputation,

relevance and long-term preference for clients. Havas is equally committed to its people, fostering inclusive, responsible and inspiring workplaces where talent can thrive, because desire also starts from within. Further information is available at www.havas.com.

About MUT

Founded in Barcelona in 2010, MUT is an events and experiential marketing agency that helps brands connect with people through memorable experiences with positive impact. By combining creativity, innovation, and sustainability, MUT designs and delivers experiences that create value for brands, people, and society.

Its proprietary methodology, Positive Creativity[®], guides every project with the aim of transforming creativity into measurable and lasting impact.

For more information, please visit: www.mutagency.com.