



Puteaux, March 14, 2017

HAVAS GROUP ACQUIRES AGENCE79 FRANCE'S LEADING INDEPENDENT DIGITAL AGENCY

Havas Group today announced its acquisition of French pluri-digital agency AGENCE79 which assists its clients in implementing communications strategies, media buying and online campaign analytics and optimization.

Founded in 2008 by Jérémie Bugard and Stéphane Gorre, AGENCE79 was named Best Media Agency of the Year in the Pure Player* category for 2014 and 2016. The agency consists of a team of some 40 digital media experts working in task-force mode on all the web, mobile and social media marketing drivers: display campaigns, paid and organic listing, affiliation, e-mailing, community, programmatic, RTB (Ad exchange), Native and eRp. Agence79 is based in Boulogne Billancourt and Lyon and will be part of the Group's media activities in France, which are run by Raphaël de Andréis.

Yannick Bolloré, CEO Havas Group, said: *"We are delighted to welcome all the talents at Agence79 into the Havas family. This acquisition will add to our expertise in pluri-digital media, enabling us to offer our clients innovative solutions for taking classic media and content over to digital. AGENCE79's crosscutting vision of digital perfectly fits into our Together strategy and I am sure that Jérémie and Stéphane's teams will integrate Raphaël's teams seamlessly."*

For **Jérémie Bugard** and **Stéphane Gorre**, co-founders of AGENCE79: *"We are thrilled to be joining forces with Havas. We were looking for a solution to offline and international issues, the two major challenges facing the agency for the future. Ever since we first founded Agence79, we have always sought to shape, develop and position our offering with one aim in mind: to create the new generation media agency, an agency rooted in digital and capable of spreading out across the entire media landscape. The time has come to deploy this now tried and tested model on a grand scale. With the support of Havas, experts in supporting and generating growth, we can now write the second chapter of our story, grounded in the same philosophy and the same exacting standards, to better satisfy our present and future clients".*

Raphaël de Andréis added: *"The Group's media resources offer an unrivaled playing field for Agency79's talents, who in turn will help us accelerate the digital transformation of brands."*

Jérémie Bugard and Stéphane Gorre will stay on as Associate Directors of AGENCE79, while Raphaël de Andréis will personally oversee the agency's integration into the Group.

* Grand Prix Agence Média de l'Année France by Offremedia

[Click here](#) to download the photo of the Agence79 management team with Raphaël de Andréis.

About Havas Group

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group now employs 20,000 people in over 100 countries. Havas Group is committed to being the world's best company at creating meaningful connections between people and brands through creativity, media and innovation. Havas is also the most integrated Group in its sector: the Together Strategy is implemented through Havas Villages, where most creative and media teams share the same premises, increasing synergies for clients and better serving their needs.

Further information about Havas Group is available on the company's website: www.havasgroup.com

About Agence79 (Paris-Lyon)

Founded in July 2008 by Jérémie Bugard and Stéphane Gorre, the agency assists its clients in implementing communications strategies, media buying and online campaign analytics and optimization. At the cutting edge in consulting and technology, the agency constantly monitors new media, targetings and communications levers. Every member of Agence79 contributes to the agency's expertise and skills in all its sectors of activity: media, search, tracking, creation, programmatic, PR and more. Agence79 has won the trust of key players in the worlds of banking, tourism, leisure, digital, web and mobile, with a client roster that includes PMU, Commerzbank, Fujifilm, SEGA, Bpifrance, B'twin, Newfeel, Kalenji, Kipsta, Quechua, Schneider Electric, Havas Voyages, Grants, Cointreau, Piscines Desjoyaux, La Cité de l'Espace, Grosfillex, Medicis Mutuelle, EFS (the French national blood service) and Club Med.

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