

Paris, 24 January 2018

## HAVAS ACQUIRES MAJORITY STAKE IN LEADING COMMUNICATIONS CONSULTANCY DEEKELING ARNDT ADVISORS

Havas Group announced today the acquisition of leading German communications consultancy, Deekeling Arndt Advisors (DAA).

Founded in 1995, DAA's team of 70 experts is guided by the maxim '*From Transaction to Transformation*'. They work in partnership with the top management of leading national and international companies to develop and implement made-to-measure solutions tailored specifically to their clients' long-term goals. DAA has offices in Düsseldorf, Frankfurt and Berlin and its service portfolio includes communicative support and political flanking of equity market transactions, reputation management, crisis communications as well as communicating change – for example during strategic realignment or during mergers.

As shareholders, the DAA management team will remain in charge over the long-term and continue to head the company's operative business. The company name - Deekeling Arndt Advisors in Communications GmbH - will also remain unaffected.

In 2016 DAA became the exclusive German partner of AMO Global, Havas Group's worldwide corporate and financial communications network, which has around 1,200 consultants in over 50 offices in more than 30 countries worldwide. For many years AMO Global has ranked among the best providers of communications support in M&A transactions.

*"We are very happy that DAA, one of Germany's most prestigious communications consultancies, is joining the Havas family. This acquisition significantly strengthens our presence and service offering in Germany. It will enable us to meet the increasing demands from our clients for complex communications solutions especially in the context of digital transformation"* commented **Yannick Bolloré, Chairman & CEO of the Havas Group**.

*"This is a really exciting move for Havas. DAA is a well established consulting firm recognised for being closely connected to the major corporate decision makers in Germany. By bringing the team on board we will be able to help our clients adapt to change quickly and efficiently which is a crucial competitive advantage for organisations in today's market conditions"* said **Thomas Funk, Managing Director Havas Europe & CEO Havas Germany**.

*"Moving from being a partner to becoming a fully-fledged member of the Havas family is a milestone in the internationalisation of our business model. Since entering the AMO Global network 18 months ago, we have significantly increased the share of transnational mandates. We see large global potential in the consolidation of capital market and change communications which will ensure that transactions are successful in the long run. We are delighted to create synergies and share our know-how with Havas and look forward to further expanding AMO's activities"* added **Egbert Deekeling and Olaf Arndt, Senior Partners of DAA**.

### **About Havas Group**

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group employs 20,000 people in over 100 countries and is fully integrated into Vivendi. Havas Group is committed to being the world's best company at creating meaningful connections between people and brands through creativity, media and innovation. Based on a client-centric model across media and creative, the Havas Group is the most integrated company in its sector. We operate with three business units (creative, media and healthcare & wellness) within our Havas Villages all over the world where teams share the same premises ensuring agility and a seamless experience for clients.

Havas Germany's services span the complete marketing mix from advertising, digital, CRM, public relations, social media, ambient media, design and healthcare. Havas Germany's client accounts include PayPal, n-tv, Savencia (Fol Epi, Géramont), Peugeot, Citroën, Reckitt Benckiser (Scholl, Dobendan), granini, Olympus, Mondelez, Campari, Linde, RaboDirect and Universal Pictures Home Entertainment.

Further information about Havas Group is available on the company's website: [www.havasgroup.com](http://www.havasgroup.com)

#ToBetterTogether

### **About AMO**

AMO Global is the leading global partnership of corporate and financial communications consultancies. Our best-in-class approach brings together local-market leaders with unrivalled knowledge of stakeholder perceptions, financial markets and cross-border transactions in the key financial centers of Europe, Asia and the Americas.

Providing sophisticated communications counsel for reputation management, M&A and capital market transactions, media relations, investor relations and corporate crises, our partners have established relationships with many S&P 500, FTSE 100, SMI, CAC 40 and IBEX 35 companies.

AMO Global brings a highly experienced international team that can advise clients conducting mission-critical projects on a global scale. Our integrated execution allows us to seamlessly service our clients across a multitude of jurisdictions and a range of corporate and financial communications mandates.

### **About Deekeling Arndt Advisors (DAA)**

DAA was founded in 1995 and has 70 employees specializing in consulting services in critical and complex communications issues. Their clients include DAX corporations, MDAX and SDAX companies as well as Mittelstand in the energy, finance, insurance, transport and traffic, chemistry, IT and telecommunications sectors as well as logistics. DAA's consultancy spectrum encompasses corporate and public affairs, capital market communications and financial relations, digital transformation together with change and leadership.

### **Contact:**

#### **Lorella Gessa**

**Chief Communications Officer, Havas Group**

+33 (0)1 58 47 90 36

[lorella.gessa@havas.com](mailto:lorella.gessa@havas.com)

@Lorella\_Gessa

#### **Delphine Maillet**

**Director of Investor Relations, Havas Group**

+33 (0)1 58 47 92 42

[delphine.maillet@havas.com](mailto:delphine.maillet@havas.com)

#### **Olaf Arndt**

**Senior Partner, Deekeling Arndt Advisors in Communications GmbH**

+49 (0)211 51332-140

[olaf.arndt@deekeling-arndt.de](mailto:olaf.arndt@deekeling-arndt.de)

29-30 quai de Dion Bouton 92817 Puteaux Cedex, France

Tel +33 (0) 1 58 47 80 00

SA au capital de 169 222 321,20€ - 335 480 265 RCS Nanterre - APE 7311Z

[www.havasgroup.com](http://www.havasgroup.com)

Twitter: <http://www.twitter.com/HavasGroup/>

Facebook: <http://www.facebook.com/HavasGroup>

LinkedIn: <http://www.linkedin.com/company/Havas>