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PRESS RELEASE

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Havas Acquires Omni-commerce Expert Liquid to Enhance Ecommerce and Retail Media Expertise

In a landmark move to redefine the Shopper marketing, ecommerce and retail media landscape in the Middle East, Havas - one of the world's largest global communications networks - today announces the strategic acquisition of Liquid, a leading omni-commerce company, marking a significant step forward in enhancing its ecommerce and retail media capabilities. Liquid will be rebranded as Liquid Havas and join the organization under Havas Market, Havas' full-service ecommerce offering dedicated to delivering meaningful shopping experiences for people, brands and retailers. Launched in 2020, Havas Market has grown steadily and is now scaled globally across 30+ markets.

Established in 2016 and renowned for its dynamic approach in marrying science, art, and instinct, Liquid has risen to prominence by revolutionizing how brands connect with consumers at retail touchpoints. With a team of over 100 specialists, Liquid has cultivated a notable portfolio of leading, global FMCG clients such as Nestle, PepsiCo, Beiersdorf, and Procter & Gamble.



From left to right: Colman Sheil, Chief Creative Officer, Liquid; Houda Tohme, CEO, Havas Media Middle East; Sachinn J Laala, CEO, Liquid; Dany Naaman, Regional CEO, Havas Middle East.

This acquisition is a fusion of shared visions and values, aiming to redefine the shopper marketing and ecommerce landscape. The integration of Liquid's agile and creative retail strategies into Havas Market's global resources and technological expertise will deliver unparalleled value to brands and consumers alike. The addition of Liquid also reinforces Havas' presence in the Middle East where it maintains a partnership with luxury goods sales and marketing specialist Chalhoub Group.

Liquid's Chief Executive Officer, Sachinn J Laala will remain in his role.

Yannick Bolloré, Chairman and CEO of Havas commented, "At Havas, we're dedicated to creating meaningful shopping experiences that not only resonate with consumers but also drive brand growth across all channels. The addition of Liquid builds upon Havas' investment in the Middle East through our partnership with Chalhoub Group, extending our capabilities in this crucial region and ensuring our clients' digital commerce transformations are not just reactive but groundbreaking."

Sachinn J Laala, Chief Executive Officer of Liquid added, "Our partnership with Havas signifies a pivotal step towards amplifying the digital retail transformation globally, benefiting consumers, operators, and third-party sellers alike. By uniting Liquid's innovative strategies with Havas' global network and expertise, we're poised to lead the Shopper marketing, ecommerce, and retail media landscape, extending value creation and setting new benchmarks for our clients worldwide."

Michael Chalhoub, President Strategy, Growth, Innovation, Investment and Joint Ventures at Chalhoub Group commented, "This acquisition underscores our steadfast commitment at Chalhoub Group, alongside Havas, to digital transformation and innovation, keeping our customer and her habits at heart, and paving the way for new benchmarks in shopper marketing and ecommerce. Together, we will cultivate meaningful connections, delivering unparalleled value to both brands and consumers, and elevating the shopping experience to unparalleled heights."

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About Havas

Founded in 1835 in Paris, Havas is one of the world's largest global communications networks, with more than 23,000 people in over 100 countries sharing one single mission: to make a meaningful difference to brands, businesses, and people. Havas has developed a fully integrated model through its 70+ Havas Villages around the world, covering all communication activities. The teams of the three business units, Havas Creative Network, Havas Media Network and Havas Health & You, work together with agility and in perfect synergy to offer tailor-made, innovative solutions to clients that support them in their positive transformation. Havas is committed to building a diverse culture where everybody feels they belong and can be themselves and thrive. Havas integrated into Vivendi, a global leader in media, entertainment, and communications, in December 2017. Further information about Havas is available at www.havas.com.

About Liquid:

Liquid is a retail ideas company based in the Middle East fully dedicated to ensuring brands sell, by helping shoppers buy, wherever, however and whenever. Their unique approach to thinking and acting at the speed of retail, underpinned by a belief in the combination of science, art and instinct, has helped them grow their reputation and scale from a startup to a team of over 100 experts in seven years. Liquid works with some of the world's most iconic FMCG clients, helping them present their best loved brands across all retail channels in ways which resonate with shoppers. Liquid walks the walk, doesn't just talk the talk in bringing ideas to life with excellence in execution, delivering what it takes to help brands win the hardest yards in retail. For more visit: liquidhavas.com