

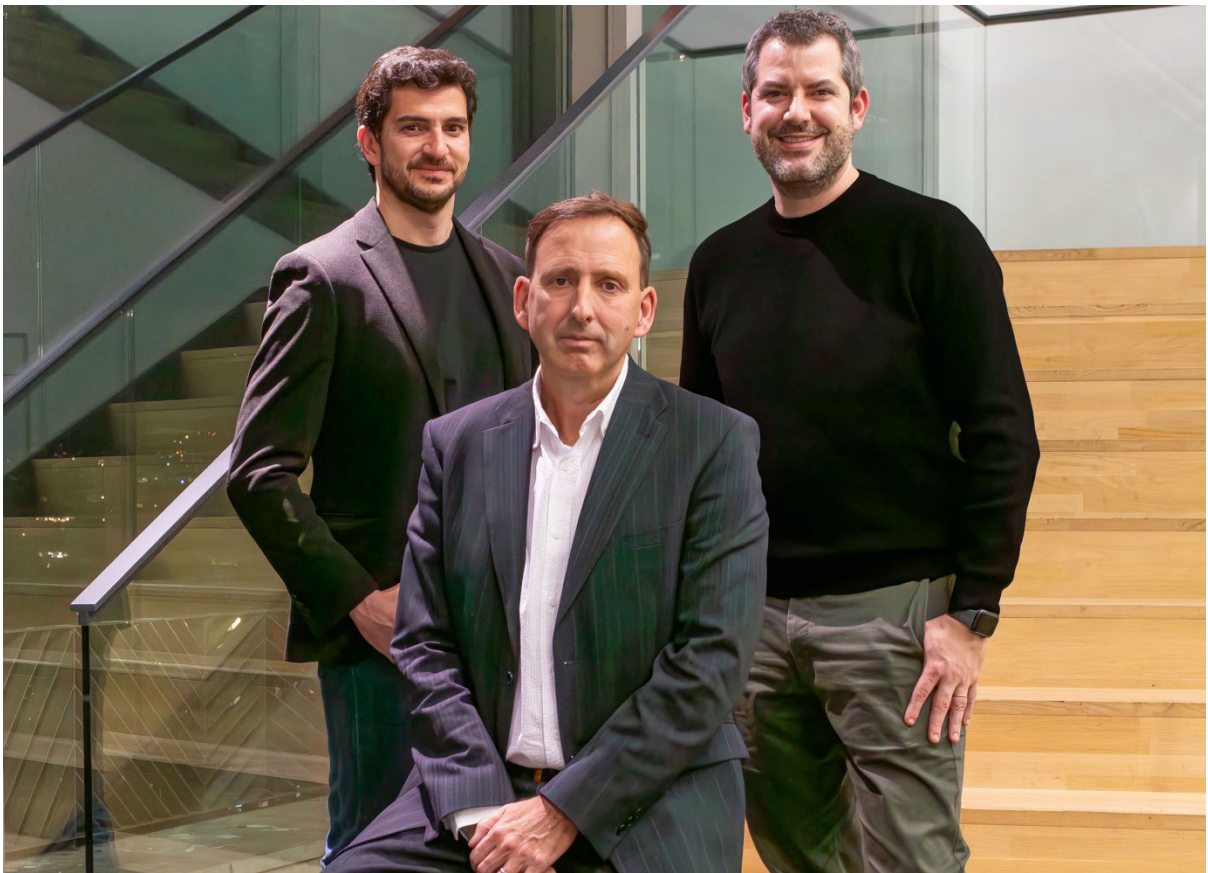
HAVAS

 **CA SPORTS**
Part of Havas Play

PRESS RELEASE

Paris, January 21, 2025

Havas Acquires Spain's Leading Sports Marketing Agency, CA Sports



From left to right: Cinto Ajram, founder and CEO CA Sports; Jorge Irizar, Global Chief Operating Officer and Chief Executive Officer Spain, Havas Media Network and David Pueyo, Head of Havas Play Spain.

Havas today announces the acquisition of CA Sports, a Spanish company specializing in sponsorship strategies and business development through sport.

CA Sports joins the organization under Havas Play, Havas' sports and entertainment agency dedicated to connecting brands to fans through their passions. Moving forward, CA Sports will operate under the name "CA Sports Part of Havas Play," and will continue to be led by Cinto Ajram, its CEO and Founder, who continues to hold a minority stake in the company.

With this addition, Havas Play is deepening and consolidating its sports marketing offering in the Spanish market, joining forces with one of the country's leading companies in the sector. Together, Havas Play and CA Sports can effectively tap into consumer interests in sports and culture, offering a unique and differentiated approach that creates significant value for clients.

Founded by Cinto Ajram in Barcelona in 2017, CA Sports' capabilities include the management of strategic sports sponsorship agreements and brand consulting, as well as the activation and production of events and campaigns. Its portfolio of clients boasts leading brands such as Grupo Bimbo, Cupra, Coca-Cola, Konami and Rilastil, among others. CA sports also enjoys strong working relationships with sports organizations such as FC Barcelona, Betis, Bayern Munich, Inter Milan, Liverpool, The America's Cup, Euroleague and Spain's major Marathons.

Yannick Bolloré, CEO of Havas: "CA Sports is an innovative business that shares our belief in the power of sport to build engaging and meaningful connections that transform brands into true cultural assets. With this new acquisition, we are further establishing Havas Play in Spain, a strategic market key to our business development plan. This move will help us meet our clients' ever-increasing need for multifunctional and fully converged communications solutions."

In the words of **Jorge Irizar**, Global COO and CEO of Havas Media Network Spain: "The coming together of Havas Play and CA Sports complements our capabilities, making both companies stronger and raising our positioning in the market with a unique and differentiating set of services. We share the same values as CA Sports, as well as the in-depth knowledge and expertise of our teams. Together, we will be well positioned to unlock consumer passions in sports and culture to drive meaningful impact for our clients."

For **Cinto Ajram**, the CEO and founder of CA Sports: "We are very excited to be embarking on this new chapter with Havas. This union constitutes a great step forward on our journey, as it enables us to maintain our essence, passion and commitment to carry on offering our clients a personalized service, complementing it with the multiple synergies and capabilities of the Havas group."

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About Havas

Founded in 1835 in Paris, Havas is one of the world's largest global communications groups, with more than 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, 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 a diverse, 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.

More about CA Sports

A sports marketing agency specializing in sponsorship and business development through sport. We help brands and properties find their ideal partners, and to generate and build legacies by creating relevant experiences for their communities. With passion, purpose and efficiency always at the core.

We create lasting links between different stakeholders, each based on a series of stages: from strategic consulting, via negotiation and mediation in sponsorship agreements, to the activation of each one of the rights and events. We guarantee a positive impact on both business and values.

www.casportsmarketing.com