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PRESS RELEASE

Paris, February 4, 2025

Havas Takes E-Commerce and Retail Media to New Heights with Channel Bakers Acquisition

Strategic Addition Supercharges Havas Market's Performance and E-commerce Capabilities, Strengthens Retail Media Solutions, and Unlocks Expansive Opportunities for Clients



From left to right: Greg James, CEO, Havas Media Network North America; Joshua Kreitzer, Founder & CEO, Channel Bakers and Yannick Bolloré, CEO, Havas.

Havas announces the acquisition of a majority stake in Channel Bakers, an award-winning e-commerce media agency and leader in retail media innovation. The addition of Channel Bakers reinforces the performance and e-commerce capabilities of Havas Media Network's global e-commerce proposition, Havas Market, delivering

incremental growth for clients by harnessing the synergies between paid performance, retail media and content.

By integrating Channel Bakers' specialized expertise into Havas Market's robust performance practice, this addition enhances Havas' capability to seamlessly converge creativity, media, and commerce technology into one powerful offering. Channel Bakers retains its brand identity while joining Havas Market's global portfolio under the leadership of Greg James, CEO of Havas Media Network North America, with Joshua Kreitzer continuing as CEO of Channel Bakers.

Founded in Los Angeles in 2015, Channel Bakers today boasts a global team of 80 people spread across four continents, including a significant presence in both Asia Pacific and Europe. The company has built its reputation on helping innovative brands find the right audience at the right time, telling their stories to drive sales and create lasting value. As an Amazon Ads Advanced Partner, the agency leverages its deep insights and decades of talent experience to help clients maximize revenue and scale their e-commerce strategies. Their strategic partnership with Walmart and other retailers also enables them to help clients expand their retail and e-commerce footprint. Its client base spans multiple verticals from consumer electronics, apparel, and consumer packaged goods.

Yannick Bolloré, CEO of Havas, states: "It is my pleasure to welcome Josh and the amazingly talented team at Channel Bakers to the Havas family. This majority stake acquisition signals our unwavering commitment to helping clients seize the immense potential of commerce transformation. The team at Channel Bakers brings unmatched expertise in retail media and e-commerce, enabling us to provide innovative strategies that help brands surpass their competition, grow audiences, and drive sustainable growth. Together, we are creating new possibilities for our clients to thrive in the ever-changing commerce landscape."

Joshua Kreitzer, Founder & CEO of Channel Bakers, adds: "At this time of tremendous innovation at Channel Bakers, we are thrilled to take it to the next level by joining the Havas family. This partnership unlocks significant potential for our clients by combining our retail media expertise with Havas's power and legacy. Together, we can accelerate client success, empowering brands to achieve their business goals and grow in ways previously unimaginable."

Greg James, CEO North America for Havas Media Network, states: "Channel Bakers is a powerful addition to our Havas team. Josh and his team have built something exceptional, and their expertise positions us to deliver unique advantages for our clients. This partnership not only transforms and reinforces our Havas media mix offerings but also allows us to scale our e-commerce capabilities and Havas Market practice exponentially. This acquisition ensures our clients, established or emerging, have access to the most advanced, connected retail media solutions in the market."

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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.

About Channel Bakers

Founded in 2015, Channel Bakers, today is a full-service, global agency with offices on four continents. The agency was founded upon a core tenet to help innovative brands find the right audience at the right time and tell their story to drive sales. Named an [Amazon Ads advanced partner](#), the agency utilizes its decades of experience leveraging insights and analytics to grow revenue within specific retailers and verticals. With this strategy Channel Bakers has leveraged its initial success to become a true omnichannel online retail media and marketing consultancy. [Visit www.channelbakers.com](http://www.channelbakers.com) for more information and view its [case studies](#).