



PRESS RELEASE

Paris, March 18, 2025

Havas Promotes François Laroze to Global Chief Operating Officer, in addition to his role as Chief Financial Officer



Following the Group's successful listing on Euronext Amsterdam, Havas has announced the promotion of François Laroze to Global Chief Operating Officer (COO), in addition to his role as Chief Financial Officer (CFO).

Since joining Havas in 2007, François has compiled a wealth of experience and deep understanding of the Group's business activities and core processes. In this new role, as COO of the newly listed company, François will work closely with the members of the Group's Executive Committee and his team to ensure that the ambitious goals disclosed to the financial market are met in both the short and medium term. He will focus on guaranteeing the Group achieves solid organic growth through client retention, new business and in-business development, leveraging the Converged strategy. Additionally, he will dedicate efforts to increasing the profitability ratio, by maintaining a strong focus on cost management and ensuring recurrent cash flow generation.

Yannick Bolloré, CEO and Chairman of Havas, said: "François' extensive experience and proven leadership make him the perfect choice to drive our transformative initiatives forward as a newly listed company. We are excited to witness the positive impact François will continue to bring to our organization."

François Laroze, CFO and COO of Havas, commented: "I'm thrilled about this new chapter and the opportunity to continue to contribute to Havas' transformation journey and growth in an expanded role. I look forward to working with our talented teams towards our ambitious goals, driving strategic initiatives forward."

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About Havas

Founded in 1835 in Paris, Havas is one of the world's largest global communications groups, with nearly 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.