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Havas strengthens its commitment to healthcare and creativity with the acquisition of FMad, France's 2024 Healthcare Communications Independent Agency of the Year



*Loris Repellin, President of Havas Health's activities in France and
Frédéric Maillard, Founder & CEO of FMad and Vice President of Creation, Havas Health in France*

Today, Havas, a global leader in communications, proudly announces the acquisition of FMad, recognized as France's 2024 Healthcare Communications Independent Agency of the Year¹. This addition highlights Havas' strengthened commitment to merging creative excellence with industry expertise to confront the critical challenges in the health and wellness sector. FMad joins the organization under Havas Health Network, one of the foremost healthcare communications networks worldwide.

A creative agency dedicated to health

Founded in 2012 by Frédéric Maillard, FMad has become a benchmark in healthcare communications. With its bold approach and recognized expertise, the agency assists pharmaceutical, biotechnology, and wellness companies in crafting impactful campaigns that blend creativity with responsibility. FMad's dedication to innovation and transforming healthcare communications into a powerful tool for awareness and action makes it the ideal partner for companies in this sector. Over the past decade, FMad has been the most awarded agency in the French healthcare sector for creative excellence.

¹ Ranked by Les Agences de l'Année; www.lesagencesdelannee.com

FMad will remain under the leadership of Frédéric Maillard, who will also assume the added role of Vice President of Creation for Havas Health in France. Reporting to Loris Repellin, President of Havas Health's activities in France, Frédéric and his team will be based at Havas Village France in Puteaux.

A shared ambition: to make creativity a driving force in healthcare

This acquisition bolsters Havas' presence in the French and European markets in healthcare communications. By integrating FMad, Havas Health reaffirms its dedication to innovation and its commitment to leveraging creativity as a strategic asset for brands in the sector. This move is part of a growth strategy aimed at enhancing the group's expertise to meet the increasingly demanding needs of stakeholders in the health and wellness industry.

Yannick Bolloré, CEO and Chairman of Havas, said:

"I am thrilled to welcome Frédéric and his team to the Havas family. At Havas, we strongly believe that creativity is a powerful tool in combating disease and addressing major public health challenges. FMad's expertise and distinctive approach will further enhance our leadership in France and expand our creative offerings for all our clients in the health and wellness sector."

Loris Repellin, President of Havas Health's activities in France, added:

"Our desire to collaborate with Frédéric and his team has steadily increased over the years, driven by our shared values and convictions. Health is our most precious asset, and in today's world, every brand is either a health brand or needs a health strategy. We firmly believe that creativity will be the key differentiator for tomorrow's successful brands in this sector."

Frédéric Maillard, Founder & CEO of FMad and Vice President of Creation, Havas Health in France, shared his enthusiasm:

"Joining Havas Health presents an exceptional opportunity for FMad and its team. Our ambition has always been to push the boundaries of healthcare communications by merging innovation, creativity, and impact. By partnering with Havas, we will enhance our capacity to create even bolder and more effective campaigns, addressing healthcare challenges and supporting the brands committed to them. We look forward bringing our passion and expertise to this exciting collaboration."

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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.

About FMad

FMad is a communications agency with 80% of its focus on the healthcare sector. We firmly believe that health is our most precious asset, as our grandmothers used to say: "If you've got your health, you've got everything." We develop high-value creative projects because, in healthcare, mediocrity is not an option. Our campaigns must be exceptional to effectively reach their target audience and improve their health. Why do we dedicate 20% of our efforts outside the healthcare sector? Because our creative standards are sought after in many other industries. If we can innovate in a highly regulated environment, we can apply the same high standards elsewhere. Welcome to FMad, where excellence and creativity converge! www.fmad.fr/agence/