

Havas Group Unites Professional And Consumer Health Practices To Create Havas Health & You

The New Entity will gather 4,000+ professionals around the World

By PR Newswire

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PUTEAUX, France, March 9, 2017 /PRNewswire/ -- Havas Group announced today that Havas Health becomes Havas Health & You, joining together the agencies of Havas Health with the consumer health marketing communications practices across Havas companies around the world. The broadened entity and new name reflect an amplified expression of the group's future-forward positioning and expanded offering, building out best-in-class disciplines and integrating the many products and services the Havas agencies offer across the health and healthy lifestyle continuum.

Donna Murphy, who has spent most of her professional career building industry-leading Havas Health, will extend her leadership role in the new enterprise as its CEO. She will continue to report to **Yannick Bolloré**, Chairman and Chief Executive Officer of Havas Group, and will join the group's executive committee.

"It has been my vision for many years to expand our scope from merely 'health' to the growing realm of 'health and wellness, of healthy lifestyles," Donna Murphy said. "Our new broader remit, a next generation humanistic name and mission will enable us to deliver even more fully on our promise to clients to execute end-to-end marketing programs with paid, earned and owned media solutions to create even more opportunities for them."

"This newly named coalition takes the 'Together' strategy

we launched in 2013 to the next level," added Yannick Bolloré. "Havas Health & You will be truly 'Together' in the best sense, converged and working without regard to borders or any antiquated marketing distinctions to serve the pharmaceutical and life sciences brands and products we have always served as well as companies that are in the business of nurturing and healing."

The aim of Havas Health & You is to change minds, lives, reputations—and business outcomes—for the better. By unifying its professional and consumer health foundation, existing capabilities and 4,000+ talented employees across the world, Havas is building a strong platform for service.

Health and wellness is one of the fastest-growing global economies: From 2013 to 2015, it grew by 10.6 percent, accounting for \$3.7 trillion in 2015, or 5.1 percent of the global economic output. As wellness expands, so do its multiple subcategories; it's multidimensional—impacting mind, body, heart and soul. With technology rapidly evolving and empowering consumers to improve their wellness, the wellness market will grow to an estimated \$500 billion to \$750 billion by 2021.

In this light, Havas Health & You will be the trusted partner that health-forward brands turn to create valuable, dynamic and engaging experiences across the wellness journey that drive enduring, positive health changes and sustainable business growth.