



PRESS RELEASE

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HAVAS GROUP LAUNCHES HAVAS BLOCKCHAIN, THE 1ST GLOBAL AND INTERNATIONAL COMMUNICATIONS OFFERING FOR BLOCKCHAIN TECH

Havas Group is launching Havas Blockchain, a fully integrated communications offering designed to support blockchain tech businesses and entrepreneurs. The offering is in partnership with Blockchain Partner, the top French blockchain transformation consultancy, and backed up by AMO, Havas Group's leading global partnership of corporate and financial communications consultancies.

Led by Havas Paris consultant Fabien Aufrechter, a specialist team focusing exclusively on communities of cryptocurrency investors will combine the global communications consulting expertise of Havas Paris with the power and reach of the AMO network, particularly in Asia (Russia, Korea, Japan, Singapore, etc.), a strategic hub for ICO (Initial Coin Offering) investment, and with the strategic, technical and legal advice provided by Blockchain Partner.

Havas Blockchain will concentrate initially on support for ICOs, cryptocurrency fundraising rounds that have gained considerable ground since the beginning of 2017 (USD5.6 billion raised in 12 months – source: *Token Data*). In addition to ICOs, Havas Blockchain also offers training, coaching, public affairs and global communications support for firms operating in the blockchain ecosystem.

The partnership is already operational and working on a first ICO, scheduled for spring 2018, with Talao, the world's first global platform connecting freelance talent and major corporations in every sector of activity, and totally decentralized thanks to blockchain.

Havas Blockchain's commitment will be in the form of tokens acquired by the Havas Group.

For Stéphane Fouks, EVP Havas & Havas Creative and Advisor to Talao: *"Joining forces with Blockchain Partner will enable us to provide full-service support to firms eager to develop blockchain-based solutions. Our aim is to make Havas Group a key player in this new economy."*

For Claire Balva, CEO of Blockchain Partner, *"Havas Blockchain's communications expertise and Havas Group's international reach will open up a new dimension for our clients' blockchain projects. AMO network agencies, especially in Asia, will be invaluable in communicating directly with cryptocurrency investors"*.

For Fabien Aufrechter, head of Havas Blockchain: *"As leader of record in financial communications, Havas Paris is the natural go-to agency for ICOs, which are set for significant growth. This new field of financial communications, aimed at both traditional investors and the cryptocurrency community, will rely more specifically on community engagement, social media and public relations"*.

Website: www.havasblockchain.io

Twitter: [@HavasBlockchain](https://twitter.com/HavasBlockchain)

[Telegram](#)

About Havas Group:

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group employs 20,000 people in over 100 countries.

Since the end of 2017, Havas Group is fully integrated into Vivendi. Havas Group is committed to being the world's best company at creating meaningful connections between people and brands through creativity, media and innovation. Based on a client-centric model across media and creative, the Havas Group is the most integrated company in its sector. We operate with three business units (creative, media and healthcare & wellness) within our 52 Havas Villages all over the world where teams share the same premises ensuring agility and a seamless experience for clients.

Further information about Havas Group is available on the company's website: www.havasgroup.com

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