



Puteaux, 10 October, 2016

## **HAVAS GROUP STRENGTHENS ITS LEADERSHIP IN ENTERTAINMENT AND CONTENT BY ACQUIRING TARGET MEDIA AND COMMUNICATIONS GROUP IN THE UK**

The Havas Group announced today that it has acquired a 100% stake in the Target Media and Communications Group (Target MCG) – the UK's leading entertainment media group. Target MCG incorporates Target Media, Target Live, Organic and Superhero and will be part of the Havas Media Group division.

With revenue in the region of £10M in 2015 and a team of 100+ talents, Target MCG has been the largest and fastest growing independent entertainment and lifestyle media group in the UK since its launch in 1990. It has over 60 clients in the Film, Gaming, Youth, Home Entertainment, Theatre and Live Entertainment and Toy industries including Bethesda, STUDIOCANAL, Curzon, Icon Films, Disney, Southbank Centre, Netflix, Universal, Bill Kenwright, Latitude Festival, Barbican Centre, and Festival Republic.

**Yannick Bolloré**, CEO of Havas Group, said: *"We are delighted to welcome Target MCG to the Havas family. This acquisition deepens our strong global position in the worlds of entertainment and content. It also provides even more opportunities for our clients to mix media, data and content together to create meaningful experiences for people."*

**Paul Frampton**, CEO Havas Media Group UK and Ireland adds: *"This firmly establishes our leadership position in the UK as the only group able to offer clients such deeply integrated end to end services across media and entertainment."*

Target MCG has been recognised for its expertise with a raft of awards including Media Agency of the Year in 2013 and 2014 at the Screen International Awards, and Games Connections' best campaign awards in 2014 and 2015. It provides integrated multi-discipline services including media planning and buying, search, social, programmatic, marketing, PR, publicity and creative production.

Founding member of the Group Rob Wilkerson, CEO and Louise Gaynor, COO will remain at the helm of the business, and will report into Paul Frampton.

Target MCG will retain its name and brand identity and will remain in its London headquarters.

**Rob Wilkerson**, CEO of Target MCG, said: *“We are thrilled to be joining forces with a world-class communications group. With enormous media, data and creative expertise, Havas Group offers us the platform to future growth. Our entrepreneurial and collaborative cultures are closely aligned and we share an ambition to own entertainment globally. Becoming part of the Havas family is going to bring myriad opportunities for our clients.”*

#### **About Havas Group**

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group now employs 20,000 people in over 100 countries. Havas Group is committed to being the world's best company at creating meaningful connections between people and brands through creativity, media and innovation. Havas is also the most integrated Group in its sector: the Together Strategy is implemented through Havas Villages where most creative and media teams share the same premises which increases synergies for clients and better serve their needs.

Havas Group is organized into two divisions: Havas Creative Group and Havas Media Group. Havas Creative Group incorporates the Havas Worldwide network (havas.com), present in 75 countries, the Arnold micro-network (arn.com), 10 agencies in 9 countries, as well as several leading agencies including BETC and the Fullsix Group. Havas Media Group (havasmediagroup.com) is made up of three media brands, Havas Media (havasmedia.com), Arena Media (arenamedia.com) and Fullsix Media all of which work alongside Havas Sports & Entertainment (havas-se.com), the industry's largest global brand engagement network.

Further information about Havas Group is available on the company's website: [www.havasgroup.com](http://www.havasgroup.com)

#### **About Target MCG**

Target Media and Communications Group (Target MCG) is the leading independent entertainment and lifestyle media group in the UK, with over sixty clients in the Games, Film, Youth, Home Entertainment and Leisure industries. Launched in 1990, award-winning Target MCG incorporates Target Media, Target Live, Organic and Superhero, and has over 100 employees. Based in London, Target MCG provides integrated multi-discipline services including media planning and buying, search, social, programmatic, marketing, PR, publicity and creative production. Target MCG believes in connecting brands and people through their passions. Clients include Bethesda, STUDIOCANAL, Curzon, Icon Films, Disney, Southbank Centre, Netflix, Universal, Bill Kenwright, Latitude Festival, The Barbican Centre, and Festival Republic. Further information about Target MCG is available on the company website: [www.target-media.co.uk](http://www.target-media.co.uk)

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