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HAVAS ACQUIRES US-BASED GEMINI HEALTHCARE LLC

Havas has announced the acquisition of Gemini Healthcare LLC, a full-service healthcare marketing, communications and consulting agency focused on the interrelationships between pharmaceutical and biotech companies, their products and payers. Gemini Healthcare, which has revenue in excess of \$5 million, has offices in NY and Connecticut and its main clients include Jazz, Astra Zeneca and Pfizer.

With a successful track record of more than 10 years, Gemini Healthcare is currently led by Gary Ainsworth and Michael Pill. Ainsworth will serve as CEO and Pill will serve as CCO to the new company Havas Gemini - the result of combining Gemini Healthcare with existing Havas group Managed Edge.

*"Havas Health is continually building its capabilities worldwide and is a prime contributor to our strong performance as a company," said **Yannick Bollore**, CEO Havas Group. "The addition of Gemini Healthcare is a first-rate example of how Havas Health works strategically, looking for groups with complementary skills to bring more benefits to our health and wellness clients."*

*"We are very pleased to bring Gemini Healthcare and its team into the Havas Health family - and to welcome Gary as CEO and Michael as CCO of our newly formed Havas Gemini," said **Donna Murphy**, CEO of Havas Health. "Gemini is a very strong strategic fit for us; it shares our focus on future-forward thinking and adds to our payer marketing offering within the network, ensuring that we continue to expand our footprint in the health and wellness space."*

*"We view the merger with Havas as synergistic and a positive step for both companies," added **Michael Pill**. "It's an exciting prospect to bring together two entrepreneurial and innovative groups - Havas, with its diverse network of talented people, energy and new ideas, and Gemini, with its payer expertise and strong focus on cutting-edge sectors," said Ainsworth.*

Gemini Healthcare develops innovative, intelligent and integrated solutions to meet its clients' unique challenges. Exclusively devoted to creating innovative brand campaigns and managed care strategies for its clients, its passion for brand profiling, segment marketing, claims-based analyses, and unwavering payer focus have helped change the way key healthcare stakeholders think and act.

About Havas

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group now employs 18,000 people in over 100 countries. Havas 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, with most of its creative and media teams sharing the same premises, the Havas Villages, designed to increase synergies and creativity for all its clients and agencies.

Havas is organized into two divisions: Havas Creative Group and Havas Media Group. Havas Creative Group incorporates the Havas Worldwide network (havasworldwide.com), 316 offices in 75 countries, the Arnold micro-network (arn.com), 15 agencies in 12 countries, as well as several leading agencies including BETC. Havas Media Group (havasmediagroup.com) operates in over 100 countries, and incorporates four major international networks: Havas Media (havasmedia.com), Arena Media (arenamedia.com), Forward Media and Havas Sports & Entertainment (havas-se.com). Further information about Havas is available on the company's website: havas.com

About Havas Health

Havas Health houses Havas Life (formerly Euro RSCG Life), Health4Brands (H4B) and Havas Lynx, three wholly owned health and wellness communication networks, and defines policies and processes for the global group. With more than 60 offices in 50 countries, the Havas Health network has a uniquely unified model offering strategy, promotion, medical education, market access, PR and digital solutions inside each agency asset. For more information about Havas Health, visit the company's website at havashealth.com.

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