

Paris, 20 March 2018

HAVAS GROUP ACQUIRES M&C CONSULTANCY

Havas Group has acquired M&C consultancy, a London-based healthcare market access company. M&C consultancy will be part of Havas Health & You, the global leader in health-and-wellness communications. The acquisition further strengthens HH&Y's expertise in the healthcare arena and complements its market access in the U.S. under the guidance of Havas Gemini.

A respected agency in Europe, M&C consultancy was founded more than 10 years ago by Mark Robinson and Caroline Roberts. The agency's client list includes most of the top 20 pharmaceutical companies, for which it works to achieve early and sustained brand uptake, all the way from the pre-license phase through LOE.

Yannick Bolloré, CEO Havas Group commented: *"Demand for market access is strong and its importance is growing amongst our pharmaceutical clients who are more and more aware of the need to develop a robust market access strategy. M&C consultancy's unique mix of pharmaceutical and medicines optimization experience with marketing and brand management will strengthen Havas Health & You's expertise in the UK and Europe. We are delighted to welcome the new team on board".*

"We are pleased to add M&C consultancy to our group of companies, further powering our emphasis on best-in-class market access, a critical service offer for our health-and-wellness clients," said **HH&Y CEO Donna Murphy**. *"Havas Health & You is entrepreneurial at its core, and we welcome Mark Robinson and Caroline Roberts, and their team, and look forward to the contributions they will make to our broader organization."*

Focusing on strategic positioning and tactical market access plans, developing European, national, sub-national and local submission programs, M&C consultancy has built an enviable reputation in this increasingly important brand development sector. The company employs a blend of ex-NHS senior managers and ex-pharma market access specialists, providing deep customer insight, coupled with a strong commercial focus.

"We are increasingly working at a regional and global level and are committed to building seamless and integrated market access programs for our clients," **Caroline Roberts** said. *"Joining Havas Health & You enables us to provide a true global reach for our clients, and we are excited to be part of what is the world's largest healthcare communications group."*

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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

#MakeBrandsMeaningful

About Havas Health & You

Havas Health & You unites Havas Life, Health4Brands (H4B), Lynx, Havas Life PR and Havas Health Plus, all wholly owned health and communications networks, with the consumer health businesses and practices of Havas Creative Group. Its customer-centric approach has the talent, tenacity and technology that health-and-wellness companies, brands and people need to thrive in today's world.

Website: www.HavasHealthandYou.com.

About M&C consultancy

M&C consultancy is a unique mix of pharmaceutical and medicines optimization experience with marketing and brand management. Its employees understand the processes underlying market access of medicines, devices and treatments into the health service within the U.K. and Europe and turn this knowledge and expertise into the production of market access campaigns.

Website: <http://www.mandcconsultancy.co.uk>

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