



Adobe and Havas Expand Partnership to Supercharge Content Supply Chains With Adobe Firefly

SAN JOSE, Calif. and PARIS, France — Oct. 10, 2023 — Today, Adobe and Havas announced an expanded partnership, transforming the agency's end-to-end content workflows and paving the way for a smarter and more responsible content supply chain. The collaboration will enable all Havas agencies to leverage Adobe generative AI, and more efficiently deliver unparalleled personalized customer experiences.

Havas agencies will adopt Adobe GenStudio – Adobe's breakthrough enterprise content supply chain solution that brings together best-in-class applications across Adobe Creative Cloud, Express and Experience Cloud. The integration will enable agencies to accelerate the content process from ideation to delivery, while also giving them direct access to Adobe Firefly, Adobe's family of creative generative AI models, so they can generate content that is designed to be safe for commercial use.

Using Adobe GenStudio, Havas agencies will be able to choose which content creation techniques and practices they employ, as well as how they prefer to leverage generative AI when activating new and variant content. They will also gain access to audience-specific data insights, enabling impact-based content optimization, and Adobe GenStudio's seamless collaboration features, which empower cross-functional teams to create, edit and deliver customer experiences in real time.

On the heels of the recent launch of Prose on Pixels, Havas' global content at scale network, this collaboration reaffirms Havas' commitment to driving transformative change in the content production field. It will also help Havas agencies keep up with growing demands for real-time personalized content without compromising quality or brand consistency and while reducing waste.

"In today's rapidly evolving digital world, where the boundaries between creativity, technology and communication are constantly shifting, it is imperative to be at the forefront of innovation," said Yannick Bolloré, chairman and global chief executive officer at Havas and chairman at Vivendi. "This partnership will enable us to harness the latest technologies, combining the strength of Adobe's cutting-edge software with the deep well of Havas' brand expertise to create a 'meaningful AI' that not only meets but exceeds the expectations of our clients."

"The digital world runs on Adobe products, and Havas is a strategic partner, delivering stand-out digital work for brands that are household names around the world," said Anil Chakravarthy, president, Digital Experience at Adobe. "We're excited to see how Havas redefines content creation and innovates with our solutions to embed sustainability and generative AI with Firefly into their content supply chain."

About Havas

Founded in 1835 in Paris, Havas is one of the world's largest global communications networks, with more than 22,000 people in over 100 countries sharing one single mission: to make a meaningful difference to brands, businesses, and people. Havas has developed a fully integrated model through its 70+ Havas Villages around the world, covering all communication activities. The teams of the three business units, Havas Creative Network, Havas Media Network and Havas Health & You, work together with agility and in perfect synergy to offer tailor-made,

innovative solutions to clients that support them in their positive transformation. Havas is committed to building a diverse culture where everybody feels they belong and can be themselves and thrive. Havas integrated into Vivendi, a global leader in media, entertainment, and communications, in December 2017. Further information about Havas is available at www.havas.com.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

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