

Horizon Media Holdings and Havas Unveil New Global Agency Network: Horizon Global

*First agency network built in the AI era designed for today's modern marketer
Bob Lord appointed interim Global CEO to lead joint venture*

SEPTEMBER 29 – NEW YORK, NY — Horizon Media Holdings and Havas today announced the formation of **Horizon Global**, a new joint venture that brings together two of the industry's most respected media leaders to meet the growing demands of global marketers. With a combined \$20 billion in global billings, Horizon Global immediately ranks among the world's top media investors.

Headquartered in New York and spanning over 100 countries, Horizon Global harnesses **Horizon Media and Havas Media Network's combined strengths** to deliver a bold breakthrough agency network alternative at a time when clients face fewer, more constrained options.

Horizon Global will focus on US-centric global client opportunities. Outside of those opportunities, **Horizon Media and Havas Media Network will continue to operate independently** servicing their respective client portfolios, pursuing new business and building their brand profiles.

Horizon Global will unite Horizon's Blu platform and Havas' Converged.AI platform to form a seamless, AI-native experience – BluConverged. The BluConverged platform unlocks smarter insights, faster outcomes and true transparency for global clients.

"Built exclusively for the needs of the modern global marketer, Horizon Global is rewriting the agency network playbook," said **Bill Koenigsberg, CEO and founder of Horizon Media Holdings**. "With an open ecosystem approach, Horizon Global fosters cooperation, prioritizes transparency and places power back in the client's hands. As the first agency network built in the AI era, we're leading with future-forward ways of working, collaborating and delivering outcomes for clients – and we're doing it responsibly at global scale. This is an exciting new chapter for Havas and Horizon."

"This partnership marks a significant moment for our agencies," said **Yannick Bolloré, CEO and Chairman, Havas**. "I've known Bill for years, and I'm incredibly proud Horizon has turned to Havas as its global partner. In a shifting industry, we look forward to a very exciting partnership, combining our complementary strengths."

Horizon Global also announces today a new executive leadership team to lead the global network into the future. Bob Lord is appointed interim CEO of Horizon Global, effective immediately. With more than three decades of experience at the intersection of media, technology and business transformation, Lord will be responsible for driving Horizon Global growth strategy and delivery of client experience excellence across the world. He will maintain his current role as President, Horizon Media Holdings.


Additionally, Renata Spackova is appointed to the role of Global Chief Operating Officer, Horizon Global. Based in Paris, Spackova will lead the strategic deployment of Horizon Global across more than 100+ markets around the world.

Lord and Spackova will work closely with Horizon Global's Board of Directors which includes Koenigsberg, Bolloré, Peter Mears (Global CEO, Havas Media Network) and other key members of the Havas and Horizon Media leadership teams.

"Horizon Global enters the market at a dynamic moment with a global offering that truly puts clients first," said Lord. "We intentionally designed Horizon Global to usher in a new chapter of connected intelligence, innovation, and client value. Through the BluConverged Platform, and together with our teams and partners, we can now meet the growing demands for performance based media models and drive enduring growth for the incredible brands we are privileged to represent."

About Horizon Media Holdings

Horizon Media Holdings is the privately held parent company of Horizon Media, the largest independent media agency in the world, with additional portfolio companies including Horizon Next (full-service marketing), Horizon Commerce (commerce), One Horizon (full-service advertising), HS&E (sports and experiential), Blue Hour Studios (social agency), 305 (multicultural), and Green Thread (B2B marketing). Horizon Holdings drives enterprise-level innovation, fosters collaboration across its portfolio, and explores new growth opportunities and technology solutions to help clients navigate the shifting marketing challenges of today and tomorrow. Its AI-native Blu platform serves as the enterprise's connective tissue, delivering speed, transparency, and intelligence across all areas of marketing.



About Havas

Founded in 1835 in Paris, Havas is one of the world's largest global communications groups, with nearly 23,000 people operating in over 100 markets and sharing one mission: to make a meaningful difference to brands, businesses, and people. To meet the needs of its clients, Havas has developed a seamlessly integrated strategy and operating system, Converged.AI, fusing all its global expertise, tools and capabilities, to create, produce, and distribute real-time, optimized, and personalized marketing solutions at scale. With inspired human ideas at the heart of this unique model, supercharged by the latest data, technology and AI, the teams work together with agility and in perfect synergy within Havas Villages to provide clients with tailor-made solutions that support them in their positive transformation. Havas is committed to building an inclusive and equitable workplace, that prioritizes the well-being and professional development of its talents. Further information about Havas is available at www.havas.com.

About Havas Media Network

Havas Media Network is the media experience agency. Havas Media Network is part of Havas, one of the world's largest integrated content, media and communications groups. To meet the needs of its clients, Havas has developed a seamlessly integrated strategy and operating system, Converged.AI, fusing all its global expertise, tools and capabilities, to create, produce, and distribute real-time, optimized, and personalized marketing solutions at scale. Havas Media Network consists of two global media networks: Havas Media and Arena Media. The media experience agencies are home to specialists across 150 countries worldwide, with 73 Villages. Clients include BBC, Canal+, Credit Agricole, Dolce & Gabbana, EDF, Fidelity Investments, Grupo Carso, Hyundai, JDE, Kia, Leroy Merlin, Lidl, PNC Bank, Puma, Reckitt Benckiser, Red Bull, Sanofi, Shell, Telefonica, YUM Brands, among many others. For more information, visit the website or follow Havas Media Network on LinkedIn @Havas Media Network or Instagram @havas_media_network.