

# HAVAS GROUP TO ACQUIRE DIGITAL CONVERSION SPECIALIST CATCHI

Havas Group has today announced the acquisition of Catchi, the leading digital conversion rate optimisation (CRO) specialist across ANZ.

The company has a collective 50 years domestic and international experience across its team, helping businesses to optimise their digital channels and convert significantly more of their hard-earned website visitors into leads and sales.

Catchi was founded in 2013 in Auckland by digital marketing experts Cornelius and Linda Boertjens before expanding to Australia in 2015 in Sydney and Melbourne under the leadership of Michaela Aguilar. The business now has a team of over 15 consultants and technical experts across ANZ with a client portfolio that includes ANZ Bank, Genesis Energy, Southern Cross Health Society, Ticketek, Air New Zealand, Fairfax Media, Les Mills International, Foxtel, Aussie and Energy Australia.

In addition to conversion rate optimisation, Catchi's core services include personalisation, digital analytics and insights and technology consultancy and implementation. The company's skill-set and expertise will extend the current services offered by the Havas Group, enabling Havas' existing performance marketing services to deliver an even greater return on investment for clients.

Yannick Bolloré, CEO Havas Group commented: "The acquisition of Catchi forms part of an ongoing strategy to ensure that we are able to provide cutting-edge technology solutions and the most complete integrated marketing services offering in the ANZ market through our Village model. I am delighted to welcome the team to the Havas Family."

Cornelius Boertjens, Catchi CEO and Co-Founder said: "This is a very exciting milestone for Catchi. We have been proud to deliver consistently strong and tangible results for so many clients and provide great value and insights that businesses have been able to take advantage of to make their marketing budgets go further. Now we have an opportunity to take our business to the next level by being able to access Havas' global client network and expertise, which will also benefit our current clients. We're thrilled to join forces with the Havas Group and become part of its progressive offering, helping to deliver even greater efficiencies and impact on clients' marketing activities."

Anthony Freedman, Havas Group ANZ Chairman added: "We are delighted to welcome Catchi on board as leading experts in their field. Their understanding of the role that technology can play in delivering more effective digital marketing solutions is a natural fit and extension to our current capabilities. We remain committed to being Australia's most progressive marketing communications company, blending market-leading creative thinking with state-of-the-art marketing science. We will continue to develop both capabilities by attracting top talent, developing new capabilities and acquiring companies who are leaders in their field."

With this acquisition, Havas confirms its development commitment in the Australian and New Zealand markets as well as its continued growth ambitions.

## 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](http://www.havasgroup.com)

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About CatchiCatchi partners with medium to large size companies to optimise their digital channels, resulting in a higher percentage of visitors taking the action their clients desire. They are Australasia's leading specialists in Digital Conversion Optimisation (also Conversion Rate Optimisation or CRO), which is a data-driven science and an art that requires a specialist team to get the best and fastest results and ROI. Catchi is the chosen Optimisation partner for companies such as Ticketek, ANZ, Les Mills International, Southern Cross Health Society, Genesis Energy and Stuff, amongst others.

Further information about Catchi is available on the company's website: [www.catchi.digital](http://www.catchi.digital)

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