

PRESS RELEASE

Paris, February 2, 2026

Havas Takes Majority Stake in Acento Public Affairs, Positioning H/Advisors as the Clear Leader in Strategic Advisory Communications in Iberia



Front row, from left to right: Stéphane Fouks, Executive Chairman of H/Advisors and Executive Vice President of Havas; Pepe Blanco, co-CEO, Acento; Alvaro Garcia, CFO, Havas Group Iberia.
Back row, from left to right: Alfonso Alonso, co-CEO, Acento; Javier Curtichs, Chairman of H/Advisors, Iberia; Jeremy Dorling, Global CFO/COO, H/Advisors.

Havas has acquired a majority stake in Acento Public Affairs, Spain's leading public affairs consultancy, led by Alfonso Alonso and Pepe Blanco. Founded in 2019, the firm employs more than 50 professionals across its offices in Madrid, Barcelona, and Brussels.

Acento will be immediately integrated into H/Advisors, Havas' global communications and public affairs advisory network, and will expand international advisory services in Spain in coordination with 1,500 professionals across 50 offices worldwide. Acento will rebrand as H/Advisors and remain under the leadership of co-CEOs Alfonso Alonso and Pepe Blanco.

H/Advisors is in a strong expansion phase, having completed several strategic acquisitions in recent years in the fields of communications and public affairs, including Gauly Advisors in Germany; Cunha Vaz & Associados (CV&A) in Portugal; Australian Public Affairs (APA) in Australia; and Klareco Communications in Singapore. H/Advisors has been operating in Spain since 2022 following the acquisition of Tinkle.

Yannick Bolloré, Chairman and CEO of Havas, stated: "Spain and Portugal are strong markets for Havas, and we are very proud to mark this new phase of leadership for H/Advisors together with our colleagues at Acento, Cunha Vaz, and Tinkle. We are thrilled to welcome Alfonso, Pepe and the entire team at Acento to the Havas family. They will set the benchmark in strategic advisory communications for other regions."

Alfonso Alonso, co-CEO of Acento, commented: "Joining H/Advisors represents the next natural step for us, and we feel very much at home as we share the same vision, values, and commitment to senior-level advisory for clients operating in complex environments." He added, "We are becoming part of a major multinational group that is firmly committed to top-tier public affairs, allowing us to become truly global."

European affairs are a strategic priority for H/Advisors. Over the past year, the network has opened a new building in the heart of Brussels, bringing together the teams from Acento Brussels and Gauly Advisors, its penultimate acquisition in Germany, which also maintains a presence at the European Union headquarters.

Stéphane Fouks, Executive Chairman of H/Advisors and Executive Vice President of Havas, added: "This acquisition is a strong way to start the year and reflects the momentum of H/Advisors as we look toward 2026. Public affairs and strategic communications are increasingly central in helping our clients navigate political, regulatory, and reputational complexity. Strengthening our leadership in Spain and Europe, alongside continued investment in priority growth markets such as the United States, is essential to our ambition to build a truly international advisory group."

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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 H/Advisors

H/Advisors are strategic communication experts dedicated to enhancing reputation and building trust to fulfil ambitions. Founded in 2001, H/Advisors employ 1,500+ multi-disciplinary experts in 50+ offices across Europe, America, APAC and the Middle East. Driven by deep industry expertise and a problem-solving ethos, core specialisms include Crisis & Reputation Management, Corporate Communications, Digital, Data & Creative, Investor Relations & Financial Communications, Litigation, M&A & Shareholder Activism, Public Affairs & Policy Advisory, Sustainability & ESG, and Transformation & Change. H/Advisors is part of Havas, one of the world's largest creative, media and entertainment groups. For further information, please visit www.h-advisors.global.

About Acento

Acento is Spain's leading public affairs firm, a highly specialized consultancy founded in 2019 and led by former ministers Pepe Blanco and Alfonso Alonso. With offices in Madrid, Barcelona, and Brussels, the firm provides strategic advice on political, legislative, and regulatory matters at the European, national, regional, and local levels. Established as a benchmark consultancy in terms of revenue, ACENTO stands out for its cross-cutting approach, its highly specialized team, and its strong commitment to transparency. The firm operates under the highest ethical standards, promoting responsible dialogue between institutions and society.