

## Press release

Amsterdam, 24 November 2020

### JDE Peet's appoints HAVAS Media Group as global media partner

JDE Peet's (EURONEXT: JDEP), the world's largest pure-play coffee and tea group by revenue, today announced the acceleration of its digital advertising and marketing programs through the appointment of Havas as its global media agency outside North America.

The expansion of a long standing relationship between JDE and Havas will see the Vivendi-owned Havas Media Group (HMG) network become responsible for all media across 54 markets both online (digital) and offline for leading coffee and tea brands including Jacobs, L'OR, Senseo, Tassimo, Ti Ora, and Douwe Egberts. The new partnership will be fully operational by January 2021 and follows a competitive review conducted by JDE Peet's over the last 6 months.

The decision to appoint Havas underlines JDE Peet's commitment to digitalisation and advertising. The appointment of Havas is designed to accelerate the Return-On-Investment of data led planning and to drive business growth through meaningful media experiences that resonate with coffee and tea consumers around the world. Given JDE Peet's increasing focus on e-commerce which grew by 63% during the first half of 2020, Havas Media Group is uniquely placed to support their continued growth ambitions.

Fiona Hughes, CMO of JDE Peet's, remarked: *"Our brands are our strongest assets and we are proud of our portfolio which is available in more than 100 countries around the world. Through our brands, we are committed to continuing to build stronger connections with coffee and tea consumers. We are delighted to expand our long standing relationship with the Havas Media Group by awarding them our global portfolio outside North America. We are convinced by their product suite and commitment to continue to build the tools that we need to enable our scientific data-driven approach to brand building."*

Peter Mears, Global CEO of Havas Media Group added: *"We are excited at the opportunity to further deepen our partnership with a global coffee player and steward their growth agenda, leveraging our Mx (Media Experience) operating system to enable the precise, data-led and ecommerce capabilities they seek. Our continued partnership reaffirms how our brand promise to make a meaningful difference to brands, businesses, people is a shared vision between both of our organisations."*

JDE Peet's is the latest in a series of market leaders who have consolidated their marketing activities with the Havas Group, following in the footsteps of the Telefónica/O2 business, the international telecoms company, which owns key brands Movistar and O2.

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### About Havas Media Group

Havas Media Group (HMG) is the media experience agency. HMG delivers this brand promise through the Mx System, where meaningful media helps build more meaningful brands. HMG is part of the Havas Group, owned by Vivendi, one of the world's largest integrated content, media and communications groups. HMG also consists of two global media networks: Havas Media and Arena Media. The media experience agencies are home to more than 10,000 specialists across 150 countries worldwide, with 62 Villages. Global clients include JDE, Hyundai Kia, Puma, TripAdvisor, Michelin, Telefónica, Swarovski, Reckitt Benckiser, among many others. For more information, visit the [Website](#) or follow Havas Media Group on [Twitter](#) @HavasMedia, [LinkedIn](#) @Havas Media Group, [Facebook](#) @HavasMedia or [Instagram](#) @havas.

### About JDE Peet's

JDE Peet's is the world's largest pure-play coffee and tea group by revenue, serving approximately 130 billion cups of coffee and tea in 2019 in more than 100 developed and emerging countries. With a portfolio of more than 50 leading global, regional and local coffee and tea brands, JDE Peet's offers an extensive range of high-quality and innovative coffee and tea products and solutions to serve consumer needs across markets, consumer preferences and price levels. In 2019, JDE Peet's generated total sales of EUR 6.9 billion and had on average 21,255 employees worldwide. JDE Peet's' global brand portfolio includes Jacobs, Peet's, L'OR, Senseo, Tassimo and Douwe Egberts. For more information, please visit [www.JDEPeets.com](http://www.JDEPeets.com).