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Proskauer Advised the Founder of Agence Format on Havas' Acquisition of Majority Stake in the Company

May 20, 2026

PARIS, May 20, 2026 – Proskauer is advising Thomas Khaski, founder and sole shareholder of Agence Format, one of the most dynamic players in next-generation corporate influence communications in France, in connection with Havas' acquisition of a majority stake in Agence Format. Havas is one of the world's leading communications groups.

With this transaction, Agence Format joins the Havas group to accelerate the development of new forms of corporate influence communications, at the intersection of media relations, social media, content creators and content production.

This strategic combination will enable Havas Paris to strengthen its expertise in digital influence through the agile and innovative approach developed by Agence Format, while enhancing its strategic advisory and media relations offering for scale-ups, SMEs and mid-sized companies.

For Agence Format, this alliance opens a new phase of growth by leveraging the strength of Havas' network, creativity and complementary expertise to roll out its offering on a larger scale.

Agence Format will retain its name, organization and operating model, thereby preserving the entrepreneurial spirit and agility that have driven its success. Its founder, Thomas Khaski, will remain CEO of the agency, which will continue to operate autonomously.

This combination opens up new development opportunities by bringing together Havas Paris' recognized creative, editorial and strategic expertise with the agile content production and activation methods developed by Agence Format.

The Proskauer team advising Agence Format consisted of partner Jeremy Scemama and included counsel Marion Bruère and associate Benjamin Benzakine (Private Equity M&A).

About Proskauer

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Related Professionals

- **Jeremy Scemama**
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