

Press Release

April 30th, 2013



Keyrus strengthens its leading position in Business Intelligence on the Canadian market by completing the asset acquisition of COI Conception d'Outils Informatiques Inc.

Montreal, April 30th 2013 – Keyrus Canada, Canadian subsidiary of Keyrus Group leading firm in Business Intelligence, announced today the complete asset acquisition of **COI Conception d'Outils Informatiques Inc.**, a firm specialized in the implementation of SAS and IBM predictive analysis solutions and predictive business models and processes.

This new external growth operation falls perfectly within Keyrus Canada's strategy to develop its competencies in the most innovative areas of Business Intelligence, especially those which efficiently add value to company data such as predictive analytics.

This acquisition accelerates **Keyrus Canada's** development within this market by strengthening the current teams with experts who possess first-class technological and industry know-how. Keyrus Canada will also be integrating StatCube® into its solution portfolio. Running in SaaS mode, StatCube® offers marketing research and market study specialists the ability to analyse survey results in real time.

Founded in 1994, **COI Conception d'Outils Informatiques Inc.**'s primary mission is to help companies better manage their information in order to make better decisions. Experts in designing IT solutions for the Data warehousing and Business Intelligence fields, the company is made up of approximately 10 collaborators, each with over 10 year of experience.

Daniel **Villeneuve**, founder and President of COI Conception d'Outils Informatiques Inc., comments:

*"As a part of an industrial project, I wanted to give COI new impetus with an actor similar to us who could maintain and continue to work on improving the assets built over the past 20 years within my company. Logically, **Keyrus's** vision, its leadership in Business Intelligence in Quebec, and its constant strive for international growth, convinced us that this merge would create value for our clients and collaborators. I am proud that from this point on, my team will be integrated into the **Keyrus** group and bring all their know-how to enrich and complete **Keyrus's** expertise in the field of predictive analytics."*

*"COI's team's know-how will allow **Keyrus** to address an entirely new range of client needs in the fields of analytical applications and will reinforce our position as leaders in our industry in Canada", confirms René **Lebel**, Managing Director of **Keyrus Canada**.*

About Keyrus

Keyrus is a major player in integration and consulting services in Business Intelligence and e-Business solutions for key accounts, and ERP/CRM solutions for the Mid Market. To date, Keyrus employs 1700 collaborators throughout 12 countries that help clients optimise their performance by offering a full range of services in the following fields:

- Management Consulting
- Business Intelligence - Performance Management
- e-Business – Web Performance
- Corporate Management Solutions (ERP/CRM)

The **Keyrus** Group is quoted on the Eurolist board of Euronext Paris (C/Small caps compartment – ISIN code: FR0004029411 – Reuters: KEYR.LN – Bloomberg: KEYP FP)

In Canada, Keyrus has a complete team of expert consultants that can guide your company not only from a technological stand point but also a functional one — Finance, Sales, Marketing, HR, etc., while utilizing a strong industry knowledge — Retail and Consumer goods, Banking and Insurance, Pharmaceuticals, Media, Government and Public services, etc.

With over 100 consultants in Canada — Montreal, Quebec City and Toronto, Keyrus Canada is recognized as a market leader in its industry. Keyrus Canada's customers can benefit from a local expertise while also having access to the international know-how of the Group.

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