

Press release

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Keyrus sets up operations in Columbia to accelerate its international expansion and take advantage of the strong growth in Latin American markets.

The Keyrus Group, which has already been successfully established for some ten years in Brazil, is now extending its consulting and digital solution (Omni-Commerce, CRM, Marketing and Big Data & Analytics) offerings to the entire LATAM zone.

Sao Paulo / Medellin / Levallois-Perret, 17 November 2016 - An international player in the fields of Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, **Keyrus** announces that it is opening a new office in Medellin, Columbia's second city.

The opening of this new office is in line with the strategy that the group has followed since its creation of pursuing strong international growth, notably on the American continent.

The arrival of **Keyrus** in Columbia marks a new stage for the French Group in its development, and its ambitions and prospects for future growth in other Latin American countries (Mexico, Peru, Ecuador, Chile, Argentina...) have already been stated. This opening follows the signing of two substantial contracts, in Columbia, for **Linea Directa** (textiles), and in Ecuador, for **De Prati** (ready-to-wear clothing).

This initial choice of Columbia owes nothing to chance. The country enjoys a strategic geographical location, greater political stability, and continuous dynamic growth, with not just an appetite for Digital, but also a clear potential in it that is already supported by the very good level of training of Columbians in the digital professions.

Keyrus will be proposing all its consulting and digital solution offerings (omnichannel e-Commerce, CRM, Marketing, and Big Data & Analytics) from the outset in Columbia and, by extension, in the neighbouring Spanish-speaking markets.

Keyrus is today one of the rare players in these markets able to offer enterprises end-to-end assistance with their digital projects – from the strategy stage, through to the choice of the solution and its implementation and maintenance – for example, by setting up an **SAP hybris** e-Commerce platform or integrating CRM and digital marketing solutions, combined with a high level of personalization of tools.

Now present in some fifteen countries on four continents (Europe, the Middle East, Africa, Asia, and the Americas), **Keyrus** has already enjoyed a first successful experience doing business in South America.

Keyrus has been established in Brazil for some ten years now, operating as a key player in the fields of Data Intelligence. Moreover, since 2013 it has become well known there for its Digital activities, in which the Group already ranks amongst the foremost natural leaders in Innovation and Digital, having successfully completed a large number of e-Commerce projects for major companies such as **Carrefour** (mass-market retailing), **Arezzo** (ready-to-wear clothing), **DPaschoal** (automobile services), and **Saraiva** (education, culture, and entertainment).

*"International development has been ingrained in **Keyrus**'s DNA since its creation 20 years ago", emphasizes **Stephan Samouilhan**, Vice President of Digital at **Keyrus**. "After having successfully set up operations in Brazil, we now have the ability to develop in the rest of South and Central America. This growth strategy has proved beneficial to **Keyrus** as it has managed to seize the right opportunities at the right time in the new markets where it has established itself. This new stage involves introducing our digital offerings into the LATAM zone and extending our longstanding and complementary Data Intelligence expertise there."*

ABOUT KEYRUS

Keyrus, creator of value in the era of Data and Digital

An international player in consulting and technologies and a specialist in Data and Digital, **Keyrus** is dedicated to helping enterprises take advantage of the Data and Digital paradigm to enhance their performance, facilitate and accelerate their transformation, and generate new drivers of growth, competitiveness, and sustainability.

Placing innovation at the heart of its strategy, **Keyrus** is developing a value proposition that is unique in the market and centred around an innovative offering founded upon a combination of three major and convergent areas of expertise:

- **Data Intelligence**

Data Science - Big Data Analytics – Business Intelligence – EIM – CPM/EPM

- **Digital Experience**

Innovation & Digital Strategy – Digital Marketing & CRM – Digital Commerce – Digital Performance – User Experience

- **Management & Transformation Consulting**

Strategy & Innovation – Digital Transformation – Performance Management – Project Support

Present in some fifteen countries on four continents, the **Keyrus** Group has 2,500 employees.

Keyrus is quoted in compartment C of the Eurolist of Euronext Paris (Compartment C/Small caps – ISIN Code: FR0004029411 – Reuters: KEYR.PA – Bloomberg: KEY:FP)

Further information at: www.keyrus.com

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