

Keyrus reinforces its Strategy and Management Consulting activities by acquiring the Lynx Conseil firm, an expert in Marketing, Commercial, and Digital performance.



Levallois-Perret, 19 December 2018 – An international player in the fields of Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, **Keyrus** announces that it has made a strategic investment by acquiring the **Lynx Conseil** firm, a specialist in improving marketing, commercial, and digital performance.

Set up in 2006, the **Lynx Conseil** firm has, from the outset, specialized in optimizing communication and marketing expenditure, notably for major clients in the distribution sectors. Having enjoyed rapid success in that segment, **Lynx Conseil** expanded its offering five years ago by opening itself up to other sectors (Banking & Insurance, Luxury Goods & Cosmetics, Real Estate, Tourism, etc.) and the BtoB business market, proposing new areas of expertise focused around optimizing customer acquisition strategies, transforming marketing, commercial, and digital organizations, and enhancing their performance.

With more than 140 projects undertaken over the last 12 years in France and internationally (Europe, US, Brazil, South Africa, China, etc.), **Lynx Conseil** has developed recognized know-how enabling it to assist clients of all sizes and from all sectors. In 2017, it achieved revenues of around €6m.

Lynx Conseil today draws on a team of around 50 consultants comprising its own employees as well as individuals from its network of high-level experts, all with backgrounds in communication, marketing, and digital technologies, so as to develop a value proposition offering agility and speed, and focused around 3 major strategic levers for enterprises:

- **Customer Strategy:** acquisition, omnichannel performance, digital ecosystems, brand attributes, communication strategy
- **Organizations & Operations:** transformation of business functions, change management, process optimization and collaborative solutions
- **Investments:** supplier classification, renegotiation, TCO control, modelling and rationalization of expenditure

By joining forces with **Lynx Conseil**, **Keyrus** considerably enriches the offer matrix for its Management Consulting activities and thereby expands its spectrum of skills in the fields of marketing, customer relations, sales, and the digital transformation of enterprises.

The idea is to combine **Lynx Conseil** talents and areas of expertise into a complete value chain enabling **Keyrus** to be a "one-stop shop" that is unique in the market, able to provide companies with support in all these fields, and to do so in a way that is transversal and seamless.

*"Sharing, as they do, the same values of excellence, close client relationships, and team spirit that we hold dear, we are delighted to welcome **Lynx Conseil's** consultants to **Keyrus**", declares **Eric Cohen**, Founder, President & CEO of **Keyrus**. "This joining of forces will boost our Consulting teams and our practice groups specialized in marketing and sales. However, beyond this, it enables **Keyrus** to enrich its offerings, and **Lynx Conseil**, to enjoy synergies across the entire **Keyrus** Group, so that we can support marketing, commercial, and digital departments in their business transformation, integrating all aspects linked to innovation around Data and Digital."*

*"**Keyrus's** expertise, know-how, and strength add a new strategic and technological dimension to **Lynx Conseil** in France and abroad", adds **Bruno Rougier**, Founder and CEO of **Lynx Conseil**. "By joining forces with **Keyrus**, a group at the cutting edge of innovation, we intend to provide our clients with ever more impactful strategic and operational support, further accelerate their digital transformation, and enable them to leverage all the business opportunities that digital and data have now to offer."*

ABOUT LYNX CONSEIL

Lynx Conseil is a consulting firm specialized in improving Marketing, Commercial and Digital performance and boosts companies efficiency on 3 levers: customer strategy, organizations and operations, investments. With a team of high-level consultants with backgrounds in communication, marketing and digital technologies, **Lynx Conseil** supports its clients operationally in implementing their strategic recommendations. During the past 12 years, **Lynx Conseil** has carried out more than 140 projects for both large and medium-sized companies, in France and internationally, in various sectors such as Retail, eCommerce, Consumer Goods, Automobile, Tourism, Luxury Goods, Services, etc.

Further information at: www.lynx-conseil.com

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 and competitiveness.

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 – Artificial Intelligence – Big Data & Cloud Analytics – Business Intelligence – EIM – CPM/EPM
- **Digital Experience:**
Innovation & Digital Strategy – Digital Marketing – DMP & 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 over 3,000 employees.

Keyrus is quoted in compartment C of the Eurolist of Euronext Paris
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Further information at: www.keyrus.com

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