

Press release

5th September 2016

KEYRUS

insight into value

BIPB, an existing South African operation of the international Keyrus Group, announces that it is rebranding as Keyrus South Africa.

The international specialist in the convergence of Data and Digital, the Keyrus Group, decides to operate under its Keyrus brand in South Africa by rebranding BIPB, a specialist in Data Analytics consulting, as Keyrus South Africa.



South Africa, 5 September 2016 –The **Keyrus Group** announces that it has decided to operate under its Group brand in South Africa by rebranding **BIPB South Africa** as **Keyrus South Africa**. Today it unveils to its clients this new brand that inherits the logo and 'Insight Into Value' slogan of the Group company, and launches its new website www.keyrus.co.za.

Formed in 2010 and part of the **Keyrus Group's** operations since 2014, **BIPB** is one of the fastest growing Business Intelligence companies in South Africa, serving both local and international clients. Applying systematic analytics and creative development, **BIPB** has become a leader in delivering data-driven decision-making solutions, using Data Science and Data Discovery technologies (such as Alteryx, Qlik and Tableau Software), to help people and organizations enhance their performance, achieve greater efficiencies, and thereby improve their bottom line.

This rebranding is part of the **Keyrus Group's** increased focus on Africa. With its presence in South Africa, **Keyrus** is well positioned to achieve rapid growth and take advantage of the exciting development opportunities offered by the African market. It also reflects **Keyrus's** desire to bring its brands under a common group identity so as to enhance its reputation in all its markets, strengthen its leadership in Data and Digital internationally, and ensure greater clarity in its business lines and offerings.

*"This rebranding is a key step in developing our company's image and being more effective in presenting to our clients the **Keyrus Group's** full value proposition, in terms*

*both of the breadth and comprehensiveness of its offerings, and of its international leadership in the fields of Data and Digital", states **Marc Stukkens**, Executive Vice President at the **Keyrus Group**. "Africa is an economic gold mine, a region with very significant human, and natural resources and industrialization assets. Our combined presence in the north and south of Africa reflects our strategic desire to deploy our services across the continent. "*

As from today, **BIPB** South Africa will operate under the name of **Keyrus South Africa**, in order to give its clients, both in the South African and the wider African market, the opportunity to benefit from **Keyrus's** internationally renowned experience.

"We are very excited about this new chapter which will assist us in continuing to grow and achieve outstanding results for our clients through our technical expertise and management consulting. Under this new brand, we will provide quality services and software to our clients in the fields of Data and Digital, consistent with our Group's offering," said **Keyrus South Africa** CEO, **Greg Guye**.

Present in 15 countries on 4 continents, **Keyrus** is a global player in Consulting and Technologies. The **Keyrus Group's** mission is to help enterprises take advantage of the Digital and Data paradigm to enhance their performance, assist them with their transformation, and thus generate new drivers of growth and competitiveness.

Adopting an original positioning as a specialist in the convergence of Data and Digital, **Keyrus** is developing a value proposition that is unique in the market, based on a combination of 3 major areas of expertise:

KEYRUS
data

KEYRUS
digital

KEYRUS
management

- An expert in Data Intelligence, **Keyrus Data** helps enterprises master and valorize their data by implementing analytical, predictive, and Performance Management solutions
- **Keyrus Digital** assists enterprises in developing and disseminating the digital experience in order to strengthen their customers' engagement and boost their 'omnichannel' sales
- **Keyrus Management** meets enterprises' challenges associated with their digital transformation and changes in their Business Models and helps them define and implement the strategy and organization best suited to their development.

The Keyrus Group, which is celebrating its 20th anniversary this year, has over 2500 employees worldwide.

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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