



Keyrus and Adyen partner to offer unified commerce solutions for innovative businesses.

Levallois-Perret, 2 October 2018 – **Keyrus**, an international player in consulting and technologies and a specialist in data and digital, is partnering with **Adyen**, the payments platform of choice for the world's leading companies, to offer unified commerce solutions for businesses. Effective June 2018, the partnership will help businesses speed up their time-to-market.

Focused on transforming businesses through innovation, **Keyrus** is expanding their digital commerce capabilities through the partnership with Adyen. A market leader in the digital commerce consulting field, **Keyrus** is bringing the payment processor's unique unified commerce solution to innovative businesses pursuing an improved customer experience. **Adyen's** unified commerce solution will manage all payment transactions, allowing retailers to create one consistent experience across channels and devices – from customer interface, right through to backend technology. The solution provides businesses with a single view of their customer across all sales platforms, allowing for personalized service and enhanced customer loyalty.

Thomas Alix, Managing Director of **Keyrus** South East Asia, comments: "*The Asia-Pacific zone is one of the most dynamic regions for unified commerce. This partnership with **Adyen** serves to boost our development strategy in the region and will enable us to offer our clients the best there is in online payment.*"

Committed to empowering accelerated growth across markets for businesses, **Keyrus** and **Adyen** are tapping on their shared experiences and expertise to advise clients in the high-growth Asia-Pacific and Latin America markets. With **Adyen's** end-to-end platform and global footprint, **Keyrus's** clients can scale speedily local payment methods when they launch in new markets. These markets include Australia, Brazil, China, Hong Kong, India, Indonesia, Japan, Malaysia, Mexico, New Zealand, Philippines, Singapore, South Korea and Thailand.

"*We are very pleased to announce this partnership, which will serve to strengthen **Keyrus's** international development,*" announces **Stephan Samouilhan**, Senior Vice President of **Keyrus Digital**. "*Initial actions are already underway in the Asia-Pacific zone, allowing **Keyrus** to reinforce its involvement in projects worldwide, and notably in the Asia-Pacific region, alongside an innovative partner that is a leader in its market.*"

"Asia-Pacific and Latin America have the potential to continue their high e-commerce growth in the coming decade. Businesses looking to expand in these high growth markets should be aware of the varied payment preferences and different consumer behaviors impacting channel and customer engagement strategies. We are thrilled to partner with **Keyrus** and offer our in-market expertise and unique unified commerce solution to businesses seeking to grow revenue and increase customer loyalty in these regions," says **Warren Hayashi**, President of **Adyen Asia-Pacific**.

For more information on the partnership, please refer to www.keyrus.com

ABOUT ADYEN

Adyen (AMS: ADYEN) is the payments platform of choice for many of the world's leading companies, providing a modern end-to-end infrastructure connecting directly to Visa, Mastercard, and consumers' globally preferred payment methods. Adyen delivers frictionless payments across online, mobile, and in-store channels. With offices across the world, Adyen serves customers including Facebook, Uber, Spotify, Cathay Pacific, Grab, Klook, Lorna Jane, Freelancer.com, Kogan.com and Showpo.

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 more than 3,000 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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