

Press release

14 December 2017



Keyrus launches its corporate Foundation and places Innovation at the heart of its solidarity actions

Levallois-Perret, 14 December 2017 – Keyrus, an international player in the fields of Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, today announces the launch of its corporate Foundation to promote Solidarity through Innovation.

The **Keyrus** Foundation came about on the initiative of the President of **Keyrus**, **Eric Cohen**, and out of the Group's wish to go beyond mere economic performance and develop a social responsibility policy, undertaking more sponsorship actions and getting as many of its employees as possible involved.

This launch reinforces the support and partnership initiatives in which the **Keyrus** Group has been actively engaging with some twenty organizations and associations ever since its beginnings in 1996.

Through this Foundation, **Keyrus** aspires, in particular, to defend equal opportunities and valorize human and cultural diversity through supporting innovative solidarity projects by associations.

*"The creation of the **Keyrus** corporate Foundation marks a key milestone for our Group and its employees. It represents another step in our CSR policy that promotes a world with a greater sense of solidarity and which, already in 2011, led us to join the UN Global Compact to strengthen our commitments to society"*, declares **Eric Cohen**, President and CEO of **Keyrus**, and President of the **Keyrus Foundation**. *"Through this Foundation, I wish to develop the human values of diversity, mutual assistance, and sharing that our Group holds dear, and I am proud to observe the extent of our employees' generous and civic commitment right from our Foundation's first year of existence."*

Governed by French Law, the **Keyrus** Foundation's activities are initially national in scope, but could extend internationally in the future to cover the fifteen or so countries in which the Group has operations.

The **Keyrus** Foundation's missions both draw and build upon the Group's know-how and expertise of more than 20 years in the most innovative fields of Digital and Data.

These missions are organized around 3 major themes - **Entrepreneurship – Sciences & Education – Art & Culture**, linking each of these to the growing development of "all-digital" in our society, and the need to constantly seek out new innovation.

- So, encouraging **Entrepreneurship** means, first and foremost, fostering a spirit of enterprise in young people and promoting social mixing. It involves developing business creation skills and spreading an entrepreneurial culture, both major vectors of future integration into working life;
- Stimulating innovation through the **Sciences and Education** means encouraging new teaching models and digital initiatives to promote scientific vocations and impart a taste for innovation from a very young age;
- Valorizing **Art and Culture** to awaken and unleash new talent means placing art at the heart of each individual's personal enrichment by democratizing culture, and by favouring innovative forms of learning linking Art and its development to the Digital era.

The Keyrus Foundation: a commitment by a Group in which every employee has the chance to work towards greater solidarity!

The Foundation began its activities at the start of 2017. Its Board is comprised of 9 members who include employees of the **Keyrus** Group, personalities, scientists, and entrepreneurs. To date, there have already been more than 10 association programs and employee initiatives selected which are now enjoying active support from the Foundation and the Group's employee volunteers.

Further information at www.fondationkeyrus.org

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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 - 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 2,800 employees.

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Further information at: www.keyrus.com

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