

Press Release

12 October 2016

KEYRUS
insight into value

Keyrus Management strengthens its expertise in Human Resources with the acquisition of the firm Creac'h Consulting

The Keyrus Group's Consulting Firm grows by incorporating Creac'h Consulting, experts in managing projects involving HR and the transformation of enterprises.

Levallois-Perret, 12 October 2016 – Keyrus Management, the Keyrus Group's management and enterprise transformation Consulting Firm, announces its acquisition of the Consulting Firm **Creac'h Consulting** to strengthen and develop its expertise in Human Resources.

KEYRUS
management



Thanks to the diversified profiles of its team, comprising ten or so business consultants (Human Resources consultants, sociologists, trainers, instructional designers, and coaches), **Creac'h Consulting** has developed recognized know-how in improving the HR function's performance, developing talent and skills, and providing managerial and social support for enterprise transformations. The Firm advises clients of all sizes and from a variety of sectors.

With this operation, **Keyrus Management** is expanding its range of expertise in the field of Human Resources. This operation also allows it to supplement its offerings in the areas of HR performance management and social management controlling, talent management and HRIS, and even change management. This new package enables **Keyrus Management** to provide a more comprehensive consultancy and support offering for HR departments and transformation project leaders. Moreover, this offering benefits from synergies with all the **Keyrus Group's** technological expertise for assisting HR departments with their digital transformation.

*"We are particularly pleased to be integrating the **Creac'h Consulting** consultants within **Keyrus Management**. This is the culmination of a collaboration that started a few years ago. Undertaking joint projects convinced us how worthwhile it would be to combine our teams, which share common values of excellence, the importance of a close relationship with the client, and team spirit", comments **Valérie Frankiel**, Deputy Managing Director & Partner of **Keyrus Management**. "This joining of forces is entirely in line with our strategy of assisting companies' main functions with their business transformation by integrating all aspects linked to innovation in Data and Digital".*

"For us, joining **Keyrus Management** is an opportunity to share in a joint adventure. The **Keyrus Group's** entrepreneurial spirit and technological expertise particularly appealed to us, and they meet our desire to provide innovative solutions throughout the value chain of our clients' projects" adds **Elodie Soubigou**, Associate Director of **Creac'h Consulting**. "Moreover, **Keyrus Management's** acknowledged skills in assisting Finance, Marketing, Commercial, IS, and Innovation departments give us a broader skills spectrum for supporting companies' major business transformations".

Through this new announcement, **Keyrus**, an international player in the fields of Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, pursues its external growth. By way of a reminder, last March the Group announced that it was acquiring Navigha, a key management consulting player in Belgium.

ABOUT KEYRUS MANAGEMENT

Keyrus Management is the Consulting Firm incorporated within the **Keyrus Group**, which combines business know-how with technological expertise in data management.

The complementarity of these two aspects provides an edge in terms of value, and gives **Keyrus Management** a unique positioning in the consulting landscape.

Keyrus Management helps enterprises of all sizes, whether they be Large Accounts or small- and medium-sized companies, to meet their increased needs for rapid transformation by developing their agility and accelerating digital use. The firm is developing its activities in France and internationally, supported by the **Keyrus Group**, a specialist in Data and Digital present in 15 countries on 4 continents.

Further information at: www.keyrusmanagement.fr

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 15 countries on 4 continents, the **Keyrus Group** has 2,500 employees.

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Further information at: www.keyrus.com

PRESS CONTACTS

Agence LEWIS

Mathieu Micout/Hugo Falque-Vert
Tel.: 01 83 94 04 95 / 01 55 31 75 60
mathieu.micout@teamlewis.com

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Jean-Eudes Oumier
Tel.: 01.41.34.10.00
rp-keyrus@keyrus.com