

Press release

10 June 2015



Keyrus strengthens its involvement in the ecosystem of innovative start-ups by participating in the Axis Cap Digital Paris 2015 event

Acting as a genuine 'bridge' between start-ups and major groups, Keyrus is asserting itself as a key player in innovation and a facilitator capable of meeting the challenges of its clients and its technological partners.

Levallois-Perret, 10 June 2015 - An international player in Data Intelligence (Business Intelligence, Big Data and Analytics), Digital and Consulting on the Management and Transformation of enterprises, **Keyrus** announces its participation in the 2015 edition of the **Axis Cap Digital** event taking place in Paris on 15 and 16 June.

A sponsor of the forum, which will bring together, on the one hand, the most innovative technological start-ups in France and in Europe, and on the other hand, the largest investors and world leaders of industry, **Keyrus** is re-asserting its involvement as a facilitator at the heart of the innovation ecosystem.

The participation of **Keyrus** at the **Axis Cap Digital 2015** forum is part of its overall strategy and desire to act as a bridge between major groups, constantly on the lookout for innovative solutions able to meet their digitalization challenges, and start-ups seeking major new markets to build their credibility.

*" **Keyrus** is a company positioned at the crossroads of Data and Digital. Innovation is thus at the heart of our DNA and it is absolutely natural and essential for us to contribute to the rise of start-ups on the occasion of events such as that organized by **Axis Innovation and Cap Digital**. This forum also helps to demonstrate that Paris too can assert itself as one of the world capitals of innovation, with a definite buzz to it ", declares **Eric Cohen**, Founder & CEO of **Keyrus**. " Our investment in technological start-ups is going to intensify in the months to come with initiatives which will help to strengthen our ecosystem in Europe and in Israel, but also to provide the most appropriate technological solutions best adapted to the strategies of the major groups. "*

By engaging with the most promising start-ups, **Keyrus's** approach goes way beyond positioning itself as a mere adviser. It amounts to concrete and operational support for start-ups in the transformation of their projects into products and services that provide added value to the market. Through its innovation platform dedicated to consulting on digital solutions and to their go-to-market, the major objective of **Keyrus** is to reduce the gap between the intentions of the innovation departments and the concrete needs of the operational departments, the two often being out of kilter.

Keyrus's growing investment in the start-up environment in Europe and in Israel, a beacon country in terms of technological innovation, is soon to be strengthened by a programme intended to accelerate the projects of high-potential young companies.

" **Keyrus's** strong entrepreneurial spirit, associated with our expertise in Data and Digital, already enable us to provide effective support to several start-ups. Thanks to our experience and our innovation culture, we assist major enterprises with the transformation of their innovative ecosystem. It therefore now seemed logical for **Keyrus** to work as a facilitator to bring together these two worlds with converging objectives ", comments **Cyril Cohen-Solal**, VP International Innovation at **Keyrus Israel**.

The **Axis Cap Digital 2015** event will offer visitors several keynotes and roundtables in which numerous personalities will be participating, such as **Axelle Lemaire**, French Deputy Minister for Digital Affairs.

As well as meeting numerous start-ups to understand their projects and their challenges, the **Keyrus Group**, represented by **Eric Cohen**, Founder & CEO, and **Cyril Cohen-Solal**, VP International Innovation, will be taking part in three conferences :

Monday 15 June – 15:30 to 16:00

Roundtable : " Is French Tech going to take over the world ? "

Moderated by **Stéphane Distinguin**, Founder, President & CEO of **FaberNovel**.

Participants :

- **Eric Cohen**, Founder & CEO, **Keyrus**
- **Jorge Cosano**, Leader, **L'Oreal USA Inc.**
- **Eric Martineau-Fortin**, Founder, Managing Partner, **White Star Capital**
- **Jun Miyazaki**, Partner, **Bloom Capital**
- **Aymerik Renard**, Director of Ventures, **Sandisk Ventures**
- **Francois Tison**, General Partner, **360 Capital Partners**

Tuesday 16 June – 14:20 to 14:50

Keynote : " How startups can benefit from connecting with international partners "

John-David Klausner, Axis Innovation

Participants :

- **Cyril Cohen-Solal**, Director of Innovation, **Keyrus**
- **David Dana**, **European Investment Fund**
- **Eddy Cukierman**, Managing Director, **Catalyst Fund**
- **Francois Tison**, General Partner, **360 Capital Partners**
- **Charles-Henry Tranie**, Partner, **Jaina Capital**

Tuesday 16 June – 15:10 to 15:40

Session for the presentation of investors in Paris

Moderated by **Sonia de Kondserovsky**, Partner, **DLA Piper**

Participants :

- **Cyril Cohen-Solal**, Director of Innovation, **Keyrus**
- **Barbod Namini**, Principal, **Holtzbrinck Ventures**
- **Jean-Marc Bally**, Managing Director, **Aster Capital**
- **Nicolas Celier**, Co-founder, **Alven Capital**
- **Marc Laurent**, Business Analyst, **Kerala Ventures**
- **Philippe Rodriguez**, Managing Director, **Avolta Partners**
- **Victor Horbach**, Director of Business Development, **Spil Games**
- **Werner Wutscher**, Founder, **New Venture Scouting**

AXIS CAP DIGITAL PARIS 2015
European Startups. Global Investors. Connected!

15 & 16 June 2015

Hôtel de Ville

75004 Paris

For more information and to register go to : www.axiscapdigitalparis.com

ABOUT KEYRUS

A major player in the field of consulting on, and the integration of, Data Intelligence and Digital solutions for Large Accounts and of ERP/CRM solutions for the Mid-Market, **Keyrus** currently has more than 2000 employees in 15 countries on 4 continents and assists its clients in optimizing their efficiency and performance by offering them a full range of services in the following areas :

- Management & Transformation Consulting
- Business Intelligence – Information Management – Big Data & Analytics - CPM/EPM
- Digital Strategy and Performance – Digital Commerce – Customer Relations & Digital CRM
- Management Solutions for the Enterprise (ERP/CRM)

The **Keyrus** Group 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.fr

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