

Press release

20 April 2016

KEYRUS
insight into value

BIPB UK becomes Keyrus UK

Keyrus announces the rebranding of its brand BIPB, a specialist in Data Analytics consulting, which from today operates under the name Keyrus UK



Levallois-Perret and London, 20 April 2016 – **BIPB**, a **Keyrus Group** company based in London and a specialist in Data Analytics, announces that it is redefining its brand and taking the name **Keyrus UK**. Today it unveils to its clients this new brand that inherits the logo and 'Insight Into Value' slogan of its parent company, and launches its brand new Website www.keyrus.co.uk.

This rebranding strategy is part of **BIPB's** growing development and maturity since it was acquired by the **Keyrus Group** in 2014. It also reflects **Keyrus's** desire to bring its brands together under a common identity to further its reputation in all its markets, strengthen its leadership in Data and Digital internationally, and also ensure greater clarity in its business lines and offerings.

*"With this rebranding, we are taking a key step in developing our company's image in order to be more effective in proposing to our clients the full value proposition of the **Keyrus Group**, in terms 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, Northern Europe at the **Keyrus Group**. "Internally, it enables us to reinforce our employees' sense of belonging to the **Keyrus** brand and encourage decompartmentalisation, cross-disciplinary projects, cooperation and mobility."*

As from today, **BIPB Ltd** will operate under the name **Keyrus UK**, in order to give its clients on the British market the opportunity to benefit from **Keyrus's** internationally renowned experience.

www.keyrus.com

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:

- 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 50 consultants in the United Kingdom and nearly 2500 employees worldwide.

Keyrus is quoted in compartment C of the Eurolist of Euronext Paris
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Further information at: www.keyrus.com

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