

Keyrus and ML+ join forces and announce the launch of the “Zero to A.I.” offer.

Montreal, June 8th, 2018: Keyrus and ML+ are proud to announce their partnership with the launch of their “Zero to A.I.” offer.

The objective of this partnership is to allow each and every one of our clients to benefit from their data while initiating the digital transformation that will draw them closer to artificial intelligence.

A strategic partnership

For over 20 years now, Keyrus has been accompanying its clients around the world in transforming their organisations through data and digital. ML+, for its part, is one of the most innovative machine learning and artificial intelligence *start-ups* in Montreal. It is therefore entirely natural for the two organisations to find synergies that will allow them to better serve their respective clients.

“Keyrus has been working for several years on organisational transformation using business intelligence and advanced analytics as levers. Data valuation strategies, much like the vision of artificial intelligence and its real-world deployment, have today become subjects that are mobilising a significant part of our teams. Keyrus and ML+ have co-developed the “Zero to A.I.” offer to allow our clients to benefit from some of the most advanced know-how and expertise on the market, and to increase their analytical maturity, all while benefitting from targeted implementation in the field of machine learning.” declares **Antoine Cossé**, Director of Offers and Innovation at **Keyrus Canada**.

“It is important to know how to surround yourself. As the Keyrus group is reputed for management, transformation, and data visualisation, and ML+ specialises in the development of tangible artificial intelligence solutions, I can affirm that our collaboration is therefore quite logical and entirely complementary. This partnership will prove to be profitable for both parties in the sharing of expertise, effective project management, and in offering a broader range of services for their clientele.” adds **Julien Martel**, President of ML+

ABOUT ML+

ML+ is a Montreal-based *start-up* that employs artificial intelligence and machine learning to provide made-to-measure solutions that allow companies to set themselves apart. The company's positioning consists of applying tangible artificial intelligence solutions to the benefit of all types of enterprises (size, industries, etc.). In effect, from data mining, to task automation, or even optimising decision-making, ML+ uses innovative and robust solutions to meet the needs of all organisations while providing a rapid market launch.

ABOUT KEYRUS

Keyrus, value creator in the Data and Digital age

An international actor in the field of counselling and technology, specializing in Data and Digital, **Keyrus'** mission is to help companies profit from the Data and Digital paradigm in order to increase their performance, facilitate and accelerate their transformation, and generate new levers for growth, competitiveness, and longevity.

Placing innovation at the heart of its strategy, **Keyrus** develops value propositions that are unique on the market, around an innovative offer that rests on expertise in three major and convergent disciplines:

- **Data Intelligence:**

Data Science – Big Data Analytics – Business Intelligence – EIM – CPM/EPM

- **Digital Experience:**

Innovation & Digital Strategies – Digital & CRM Marketing – E-Commerce – Digital Performance – User Experience

- **Management & Transformation Counsel:**

Strategies & Innovation – Digital Transformation – Performance Management – Project support

Present in fifteen countries and on 4 continents, the **Keyrus** Group employs 3,000 collaborators.

Keyrus is listed in compartment C of the Euronext Paris Eurolist

(Compartment C/Small caps – ISIN Code: FR0004029411 – Reuters: KEYR.PA – Bloomberg: KEY:FP)

Further information can be found at www.keyrus.ca

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PRESS LIAISON

KEYRUS Canada Inc.

Elodie Palluet

Tel.: 514-416-4623

elodie.palluet@keyrus.ca