

Press release

May, 13th 2020

KEYRUS

MAISON
MARIE SAINT PIERRE

Keyrus Canada collaborates with Maison Marie Saint Pierre to provide its employees with reusable protective mask.

Montreal, May 13th, 2020: Keyrus is proud to announce a partnership with the Quebec luxury brand, Maison Marie Saint Pierre.

By collaborating with a brand applauded internationally for its *savoir-faire* and innovation, Keyrus ensures that its teams are provided with reusable protective masks of the highest quality.

"Providing employees with masks and ensuring Keyrus employees safety is a priority. By collaborating with a Quebec brand, we are committed to supporting the local economy, a position that is dear to our company's values. It is our role to support our teams: while wearing a mask may be an optimal barrier against coronavirus, we also make sure to communicate best practices regarding its use and remind all other precautions" says **Romuald Rieh, General Manager of Keyrus Canada.**

Marie Saint Pierre adds: *"Like many players in our industry, we have been called upon to contribute to so-called sanitary productions, an obvious choice for our company, which has been defending its three pillars: society, environment and economics for more than 35 years. We are proud to count on Keyrus' confidence to participate in the safety of its employees. It is an honor to put our know-how at the service of an international player in the field".*

In the meantime, we can never say it enough: "Take care of yourself and your loved ones".

ABOUT MAISON MARIE SAINT PIERRE

After 35 years of tradition and excellence, *La Maison* is redefining luxury in its own way by giving it an experiential value. Continuing to initiate a movement that goes beyond the clothes she creates, Marie Saint Pierre draws inspiration from the dualities between the different fashion trends to shape a brand with a strong artistic identity.

Stemming from tensions between style and function, she blends cultural, artistic and technological elements with style and sensuality. A 360 player in luxury, *La Maison's* vision and values integrate environmental and ethical awareness through its processes ranging from sourcing, product development, production and shipping. *La Maison* collaborates with accredited European partners thus preserving environmental impact and limiting the ecological footprint. Clothing are made on demand avoiding overproduction. Designed in a workshop where more than 60 people work, the collections are available in its flagship boutiques located in Montreal, Miami, online and in more than 70 points of sale specialized in luxury ready-to-wear in America.

ABOUT KEYRUS

Keyrus, value creator in the Data and Digital age

An international actor specializing in Data and Digital technologies, **Keyrus'** mission is to help companies benefit from Data and Digital paradigm in order to increase performance, facilitate and

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accelerate transformation, generate new levers of growth, competitiveness, and longevity.

Placing innovation at the heart of its strategy, **Keyrus** develops value propositions that are unique in the market around an innovative offer that relies 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 Consultation:**

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

Present in 18 countries and on 4 continents, **Keyrus** Group employ's 3,500 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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