

Keyrus Life Science, the Connected-CRO (C2RO), strengthens its synergies with the Keyrus Group, adopting a new visual identity and deploying a complete portfolio of services to drive clinical research forward.

Paris, Levallois-Perret, June 23, 2022 - Keyrus Life Science announces the launch of its new visual identity strengthening its synergies with the **Keyrus** Group to address the most pressing challenges of its clients in the life science industry and to **drive clinical research forward**.

*"The development of **Keyrus Life Science** is based on the premise that it is only by giving meaning to data as quickly as possible that mankind can successfully tackle the major existing and emerging health issues",* declares **Michael Attlan, VP, Head of Life Science Innovation & Strategic Engagements**.

"Keyrus Life Science is a unique Connected-CRO that enhances the performance, the speed and the agility of clinical trials by making data matter."

Relying on a strong scientific background built from the combined international expertise of 300 consultants and 25 years of experience, **Keyrus Life Science** connects in-depth industry know-how, life data sciences and digital enablement. It fully leverages both clinical research ecosystems and Real-World Evidence (RWE), thus enhancing the **reliability, innovative capacity, agility**, and, above all, **speed** of execution of clinical research activities.

Keyrus Life Science unlocks for its clients the means to achieve digitalization across all life science industry segments and throughout all phases of the R&D cycle, from the earliest clinical stages, through to real world evidence and insights in a post-marketing setting.

By capitalizing on digital technologies, data sciences and honed industry expertise, **Keyrus Life Science** creates a **unique value proposition**, driven by innovation, passion and scientific rigor. **Keyrus Life Science** accompanies its clients in:

- Framing their clinical development strategies
- Operationalizing their clinical development
- Implementing RWE and late phase projects
- Enabling life data science boosters
- Reaching the next level in digital innovation

"Keyrus Life Science fits into the Keyrus Group's vision and shares both its values, and its keen innovative spirit", declares Eric Cohen, CEO of Keyrus. "Drawing upon highly original ways of using and valorizing health data, Keyrus Life Science's proposition is unique in the market today. Combined with the Keyrus Group's longstanding data-digital expertise, Keyrus Life Science's offerings thus bring innovative and concrete solutions to companies in this sector and support them in reinventing their clinical research strategy."

ABOUT KEYRUS

An international player in the consulting and technology sectors and a specialist in data and digital technology, **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 and competitiveness.

Placing innovation at the heart of its strategy, **Keyrus** develops a value proposition that is unique in the market and centred around five major service groups, each comprised of multiple solutions:

- . **Automation and Artificial Intelligence**
- . **Human-Centric Digital Experience**
- . **Data and Analytics enablement**
- . **Cloud and Security**
- . **Business transformation and Innovation**

Building on the combined expertise of more than 3,000 employees active across 22 countries and 4 continents, **Keyrus** is one of the leading international experts in data, consulting and technology.

Further information at: www.keyrus.com
