

The Keyrus Group enters the final phase of making a strategic investment in Sonum International - a European EPM leading player and a specialist in Anaplan®.

This investment takes the Keyrus EPM Practice global and strengthens its ability to offer clients in all regions a wide range of services and solutions to manage their performance across the value chain.

Levallois-Perret (France), **The Hague** (The Netherlands) – **20 January 2023**: The **Keyrus** Group is pleased to announce it has entered the final phase of acquiring a majority stake in the Anaplan Practice of **Sonum International**(*), a leading Enterprise Performance Management (EPM) consulting services firm based in Europe.

Founded in 2010, **Sonum** is a professional services firm that partners with its clients to improve their performance management processes and methodologies, supported by best-in-class technologies. With its foundations rooted in an enablement-focused approach, **Sonum** transforms its clients' traditional planning cycles into truly value-added business processes. It achieves this by enabling organizations to be responsive, agile, and effective in unlocking the power of data and intelligence. As an Anaplan Gold Partner and Anaplan Certified Training Partner, **Sonum** has successfully led over 120 implementations at global enterprises as well as at mid-size companies.

Keyrus, an Anaplan Global Partner and Anaplan's 2021 Americas Partner of the Year, has a strong presence in the connected planning industry and has built a globally integrated team of EPM consultants in the United States, LATAM, Europe, and APAC. They have served over 200 unique clients, delivering tailored solutions spanning multiple use cases, often across different areas of the business for most of these clients.

Both **Keyrus** and **Sonum** share a culture of entrepreneurship and creating value for their clients worldwide. With a history of successfully partnering together for over ten years, they see this next phase as a way to further strengthen the combined team's offerings and geographical coverage, now across 26 countries over four continents. Together, they bring connected planning expertise and solutions that span a wide variety of use cases across all functions, from Supply & Operations and Procurement to Sales, Finance, and Human Resources. Specialty use cases include demand planning, capital expense planning, contact center planning, gross-to-net, clinical trials, trade promotion, and harvest front planning. The resulting global consulting practice has combined industry expertise in CPG, Retail & e-Commerce, Life Sciences, Technology, Banking & Insurance, and Manufacturing.

In the new hybrid environment, with challenging global economic factors and difficulty finding quality resources, **Keyrus** and **Sonum** are well-equipped to help clients navigate through uncertainty and

achieve their strategic business objectives. They are honored to offer performance management clients a team with global capabilities and local agility, ready to go the extra mile.

Sonum currently forecasts 5.5m EUR Revenue in 2022 and employs as of today 55 consultants with operations in The Netherlands, Spain, Latvia, Portugal, Finland, and Poland. This adds four new countries for the **Keyrus** Group, as Keyrus already operates in Spain and Portugal.

"Through this transaction, our desire is to pursue our growth strategy in the field of EPM by consolidating our positions in this growing market in Europe, and to enter new markets with the potential to expand our group offering footprint in Europe" declares **Eric Cohen**, President and CEO of the **Keyrus** Group.

*"Our investment in **Sonum** expands our capabilities as a global consulting firm to provide unparalleled business and technology expertise to clients worldwide, empowering them to transform in today's rapidly evolving landscape"* adds **Nicolas Camerman**, Senior VP, Head of M&A and Strategy Assignments, **Keyrus** Group.

Maud Vermeulen, Founding Partner of **Sonum** International, comments: *"In **Keyrus**, we found a partner that is fully aligned with our culture of knowledge-sharing and expert-driven delivery. By joining forces, we create a truly global company that will offer even more growth opportunities to our international workforce, and that allows us to continue to deliver high-quality and high-value solutions to our clients."*

(* As a result of this operation, the OneStream practice of **Sonum** International will continue to operate as an independent company under the new brand name "AIQOS" starting February 1st of 2023.

ABOUT KEYRUS

Keyrus is a global consulting and technology company that focuses on making data matter, truly matter, from a human perspective. Since it is not only the data itself that matters, but the opportunities we can develop by leveraging it, we are constantly working at understanding what our clients are trying to achieve. We explore and measure behaviors. We understand and translate. We make sense of the realities data represents to shape better, impactful, real-life decisions. A mere means to an end, data, whether big, small, human, complex, historical, prospective, only ever makes sense when it is used to develop experiences, shape understanding, make the best decisions. Our value proposition is founded upon five major groups of services, each comprising multiple offerings:

- Automation and artificial intelligence.
- Human-centric digital experience.
- Data & analytics enablement.
- Cloud and security.
- Business transformation & innovation.

At Keyrus, we help our clients to successfully transform themselves to build a better future.

Keyrus employs up to 3000 employees and is based in 22 countries across 4 continents.

Keyrus is listed on Euronext Growth Paris.

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More information on www.keyrus.com

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