

## **The Keyrus Group is proud to announce the successful completion of its strategic investment in Sonum International, a European EPM expert and specialist in Anaplan®.**

### **Levallois-Perret (France), The Hague (The Netherlands) – 2 February 2023:**

Following the press release made on January 20, 2023, the Keyrus Group announces the successful completion of its strategic investment in Sonum International, a European EPM expert and specialist in Anaplan®. This acquisition solidifies the Keyrus Group's position as a global EPM provider and enhances its ability to offer clients a wide range of services and solutions for managing performance across the value chain. With this investment, the Keyrus EPM Practice is now well positioned to serve clients in all regions.

As part of the investment, Sonum International will be rebranding to Keyrus, aligning with the Keyrus Group's strong global brand, and positioning the company for continued growth and success in the EPM markets in all regions of the world.

### **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.

(ALKEY - Code ISIN: FR0004029411 – Reuters: KEYR.PA – Bloomberg: ALKEY: FP).

More information on [www.keyrus.com](http://www.keyrus.com)

## **PRESS CONTACTS**

---

### **KEYRUS**

Karim.mulard-benjelloun@keyrus.com

Tél. : +33.1.41.34.1000

[contact-keyrus@keyrus.com](mailto:contact-keyrus@keyrus.com)