

Keyrus becomes the majority shareholder of CMG Consulting Group, a consulting firm specializing in banking, finance, insurance and real estate.



Paris, Levallois-Perret, June 16, 2022 - International player in data intelligence, digital technology and business transformation, **Keyrus** announces that it has acquired a majority stake in the share capital of **CMG Consulting Group**, a network of consulting firms specializing in business project management, business consulting and organisational consultancy in the banking, finance, insurance and real estate sectors.

The investment in **CMG Consulting Group** is a strategic opportunity for **Keyrus** to strengthen its Financial Services division (FSI) and respond in a more comprehensive way to the transformation needs of these sectors, by combining the business know-how of **CMG Consulting Group** with its own functional and technological expertise in data and digital technology.

Keyrus's vast knowledge of distributed project delivery models within its various international locations will accelerate the Europe-wide deployment of an FSI practice capable of positioning **CMG Consulting Group**, with the support of **Keyrus**, on large-scale projects that combine both consulting and the implementation of innovative and high-performance technology solutions.

*"By bringing **CMG Consulting Group** into the **Keyrus** Group, we're strengthening our leadership in France and Europe in the FSI market. With our entrepreneurial, agile cultures, firmly driven by customer satisfaction and people-oriented strategies, we are confident that we can rapidly and successfully integrate **CMG Consulting Group**,"* states **Eric Cohen**, President and CEO of the **Keyrus** Group.

Founded in 2006 in Paris, **CMG Consulting Group** comprises four companies and has more than 100 employees with revenues totalling €11.3 million in 2021. The firm has grown rapidly in Europe and opened its first subsidiary in Portugal in 2021. **CMG Consulting Group** supports France's banking and finance leaders. It is currently a top provider for large corporations and public financial institutions. Its services bring innovative solutions adapted to the needs of the corporate banking, asset management, retail banking, financial services, insurance and real estate sectors.

*"We're convinced that this deal with the **Keyrus** Group is a real opportunity to accelerate growth and perpetuate **CMG's** industrial plan that we created 16 years ago. From the outset, we were drawn by the*

*management team, history and positioning of **Keyrus**, as well as by the obvious synergies that we could implement through this venture," concur Raphaël Faure and Steeve Fichtenbaum, majority founding partners who are selling their stakes to Keyrus to focus on new challenges.*

Benjamin Mosseri and **Arnaud Müller**, both partners and also involved in the creation of **CMG Consulting Group**, will maintain their executive management functions and forge ahead with the firm's growth strategy in these new conditions, aiming to boost operations outside France and enhance the value of the company and its services.

*"Our meeting with the **Keyrus** Group's founder and management has played a decisive role in developing our joint, long-term plans that will bring value to both our employees and our clients. **CMG Consulting Group** will be able to move into a new phase of its development, supported by **Keyrus**'s range of expertise in achieving sustainable growth and rapid expansion.*

*We have many options to build synergies between our solutions and regions, starting with France and Portugal," state **Benjamin Mosseri** and **Arnaud Müller**.*

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.

Keyrus is listed on Euronext Growth Paris.

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

Further information at: www.keyrus.fr

ABOUT CMG CONSULTING GROUP

CMG Consulting Group is a network of consulting firms in France and Portugal positioned in Specialized Business Consulting: **Business Project Management** (creation of products and services, regulatory or business transformation, operational efficiency), **Business Consulting** (operational assistance, transition management, expertise) and **Organizational Consultancy** (assessments, target operational model, “people and change” strategy).

The firm’s main areas of expertise are **Finance, Risk, Compliance, Capital Markets (Corporate and Investment Banking, Asset Management), Retail Banking, Credit, Payments** and **Real Estate**. The Banking-Insurance and Real Estate sectors currently account for 75% and 25% of revenues, respectively.

Further information at: <https://www.cmg-consulting.group>

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