

Assystem Technologies becomes Expleo

expleogroup.com

Media kit - February 2019

(expleo)

Think bold, act reliable

Opening a (new chapter) for the company



Expleo, a new breed of technology partner to help businesses successfully deliver innovation.

Assystem Technologies and its affiliates SQS, Automotive Solutions Germany, Engineering Partner Solutions and Plast Concept, relaunch under a new brand, embodied by a new name “Expleo”, logo “the Lens” and tagline “Think bold, act reliable”.

In this era of unprecedented business transformation driven by technological change, bringing both uncertainty and opportunity, our rebranding reinforces the Group's ambition to be a new breed of technology partner, one that helps businesses rapidly deliver innovation at scale. It supports our vision of a market where engineering and software are becoming increasingly intertwined, and where access to both leading-edge technologies and deep industry knowledge is key to win the ongoing technology race.

The reveal of our new identity follows the spinoff of the operations of Assystem SA's Global Product Solutions division, which led to the creation of Assystem Technologies in December 2017, and the integration of a series of acquisitions, including SQS, an industry leading quality partner for digital business, in 2018.

2017

Spinoff from Assystem SA and creation of Assystem Technologies. Ardian becomes majority shareholder.

2018

Assystem Technologies acquires SQS, Moorhouse Consulting and Stirling Dynamics.

2019

Assystem Technologies becomes Expleo.

3 questions to Olivier Aldrin, Expleo CEO

How would you summarise Expleo's positioning?


Expleo is the trusted partner for end-to-end, integrated engineering, quality services and management consulting for digital transformation. A truly global group active in more than 25 countries, we leverage a unique complementarity of cultures rooted in strong Franco-German ties. By combining business insight, bold thinking and technical know-how, we bring the right balance of creativity and reliability that businesses need to harness technological change.

Why choose to re-launch under a new brand now?

We are in a global technology race, where all companies are becoming technology-enabled businesses. To help our clients win this race, we have created a new breed of technology partner. With the acquisition of SQS in 2018, we addressed the changing needs of the market, combining engineering and software services in a new integrated offering. This paved the way for our re-launch as Expleo.

What's next?

Our mission is to help businesses harness technological change and successfully deliver innovations. This means mastering the key technologies of today and tomorrow. We therefore need to continue to grow both our people and our skill-set, which we will do organically and through acquisitions. The re-launch as Expleo is only the beginning of a very exciting journey with our staff, at the service of our clients.



We are in a global
technology race.
To help our clients
win this race, we have
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of technology partner.



About our (new brand)

Within the current climate of unrelenting technological change, businesses need both specialist expertise and creativity that will give them the confidence to take calculated risks. They need trusted and accountable partners at their side. Expleo people rise to this challenge.

Our new brand captures their unique mix of boldness and reliability at the service of businesses facing both the uncertainty and the opportunities brought by this disruptive era.

“Our new brand reflects who we are: client-focused people who love technology and are always ready to take on the most complex challenges. Its graphic signature captures our differentiating mix of boldness and reliability which is so critical for our clients.”

Clémence Choutet,
Chief Communications and Marketing Officer,
Expleo



expleo

This name conveys the idea of exploring fresh opportunities and expanding horizons. It expresses a bold and confident vision of the future, a willingness to act innovatively. In Latin, Expleo means “to complete” and “to satisfy”, indicating a job well done and a sense of achievement.



The Expleo logo's graphic motif is called “the Lens”. It symbolises Expleo people's vision and the contribution they make, embedded within clients' teams.



Purple blends the vibrant red of optimism, courage and creativity with the calm blue of deep thinking, reliability and confidence.

Think bold, act reliable

This tagline captures the critical balance our people show, combining flair and rigour, making ingenuity and vigilance work together.



Discover our (corporate) launch campaign

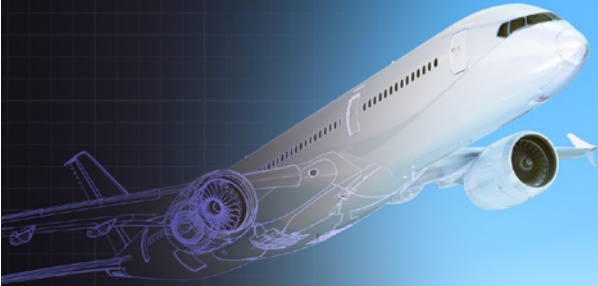
The launch of our new identity is supported by an advertising campaign. From February 7th, this campaign will be deployed in Expleo's top 3 markets, i.e. France, the United Kingdom and Germany, across social and traditional media channels, including print, online and radio.

The creative concept of the campaign illustrates the brand's new "Think Bold, Act Reliable" signature. The key visuals reflect the support that Expleo provides to its clients, from the R&D and design phase to the concrete execution of the most advanced and critical technological projects, with a focus on the automotive, aerospace and financial services sectors.

This advertising campaign is launched in parallel with an employer-brand campaign which aims to accelerate the recruitment of more than 5,000 people worldwide in 2019 as part of the Group's growth strategy.



Think bold, act reliable



shutterstock

Assystem Technologies and SQS are now Expleo

We are a trusted partner for end-to-end, integrated engineering, quality services and management consulting for digital transformation. We are active in the technology-intensive sectors that make business and society more connected, sustainable and secure. Every day we help businesses harness technological change to successfully deliver innovations.

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Assystem Technologies Services, SAS with a capital of 247140269€, RCS Versailles 831 178 348, located 23 place de Wicklow, 78180 Montigny La Bretonneuse - France. © Expleo 2019

Think bold, act reliable



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Focus on our (employer brand) campaign

Our Employer Brand campaign places Expleo's people front and centre and uses the visual codes of the global corporate brand reveal campaign. We thank our employees for agreeing to participate in the campaign.



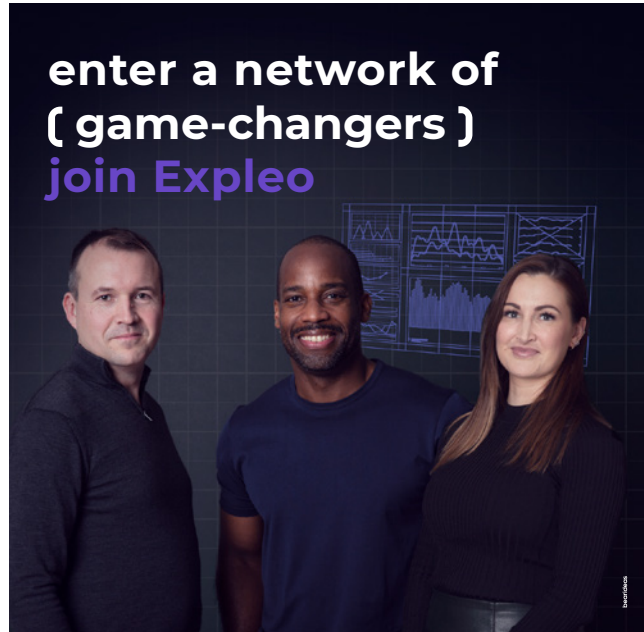
become a
(bolder version)
of yourself
join Expleo

Let's change the game, together. We are a talent incubator. At Expleo, the new name of Assystem Technologies, you will turbo-charge your career, allowing you to work on complex technical challenges, enjoy opportunities to expand your skills and take part in inspiring, multi-disciplinary collaborations with your colleagues. Whether working on autonomous vehicles, green planes, the factories of tomorrow or cutting-edge banking technology, you will have the opportunity to become a bolder version of yourself.

Join us on
joinexpleogroup.com

(expleo)
Think bold, act reliable

Assystem Technologies Services SAS with a capital of 247140,000€, RCS Versailles 83 78 348, located 23 place de Wicklow, 78180 Montigny-Le Bretonneux - France. © Expleo 2019 / Nick Godding



enter a network of
(game-changers)
join Expleo

Let's change the game, together. We are a hive of different profiles. But we are united by a spirit of boldness. At Expleo, the new name of Assystem Technologies, whatever your skillset, your background or your language, you will find like-minded individuals with whom you can think big and challenge the status quo. Whether working on autonomous vehicles, green planes, the factories of tomorrow or cutting-edge banking technology, you will have the opportunity to enter a network of game-changers.

Join us on
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(make an impact)
for you and
society
join Expleo

bearideas

Let's change the game, together. We offer you to make a mark with your work. By joining Expleo, the new name of Assystem Technologies, you will be part of a company where innovations and client collaboration drive technological progress for the benefit of wider society. Whether working on autonomous vehicles, green planes, the factories of tomorrow or cutting-edge banking technology, you will have the opportunity to make a meaningful impact.

Join us on
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Assystem Technologies Services, SAS with a capital of 247,140,068€, RCS Versailles 831 178 348, located 23 place de Wicklow, 78180 Montigny Le Bretonneux - France. © Expleo 2019 / Nick Dolding

Key (facts) & figures

15,000
employees

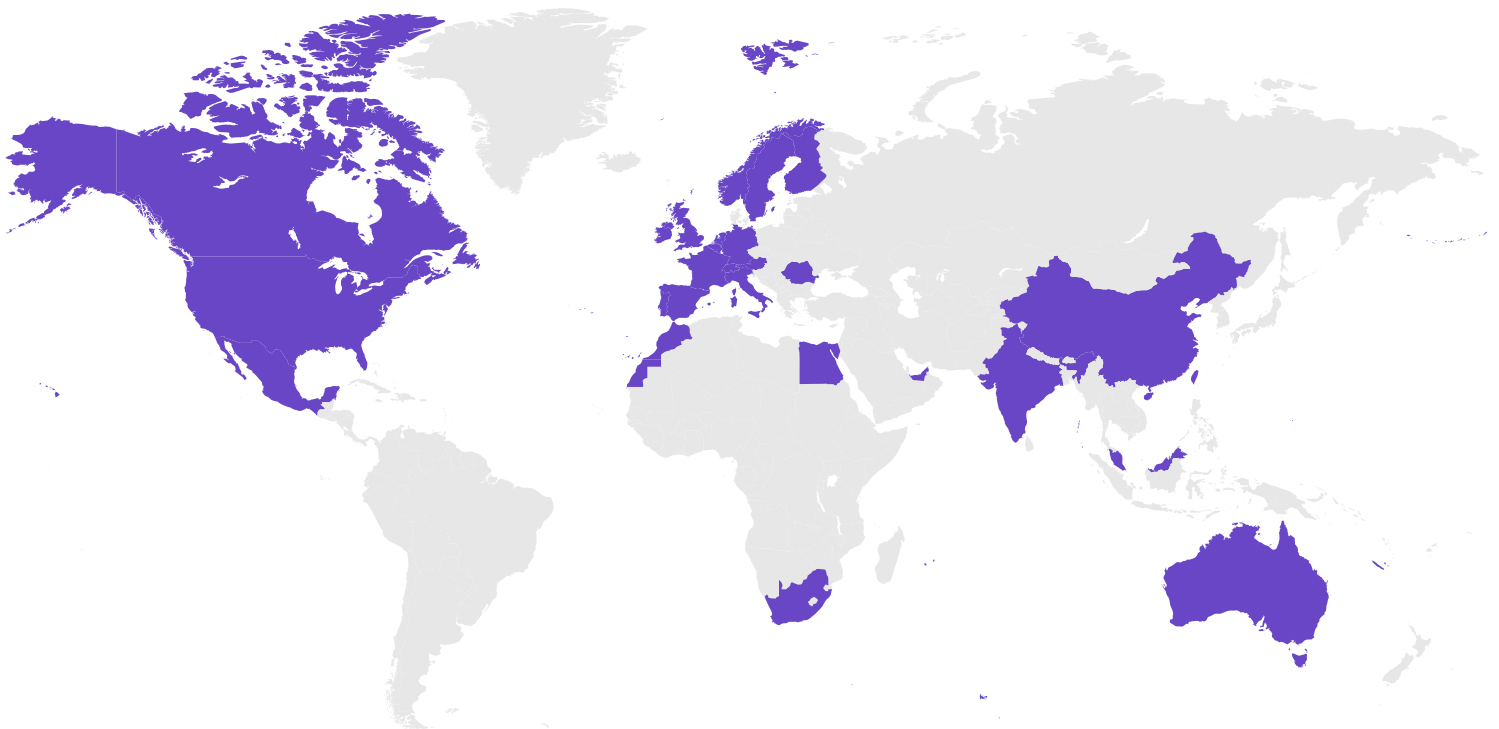
25
countries

€1.1 billion
revenue

Headquarters:
Paris

Expleo is a trusted partner for end-to-end, integrated engineering, quality services and management consulting for digital transformation. We help businesses harness unrelenting technological change to successfully deliver innovations that will help them gain a competitive advantage and improve the everyday lives of people around the globe.

Expleo is active in the technology-intensive sectors that make business and society more connected, sustainable and secure. We offer unique access to industry-specific expertise and best practice across the following services: consultancy and business agility, product design, production and in-service support, as well as continuous quality.





Services

**Consultancy
and business agility**

**Product design,
production and
in-service support**

Continuous quality



Sectors

Aerospace

Automotive

Banking & Financial services

Defence

Energy & Utilities

Healthcare

Industrial

Insurance

Media

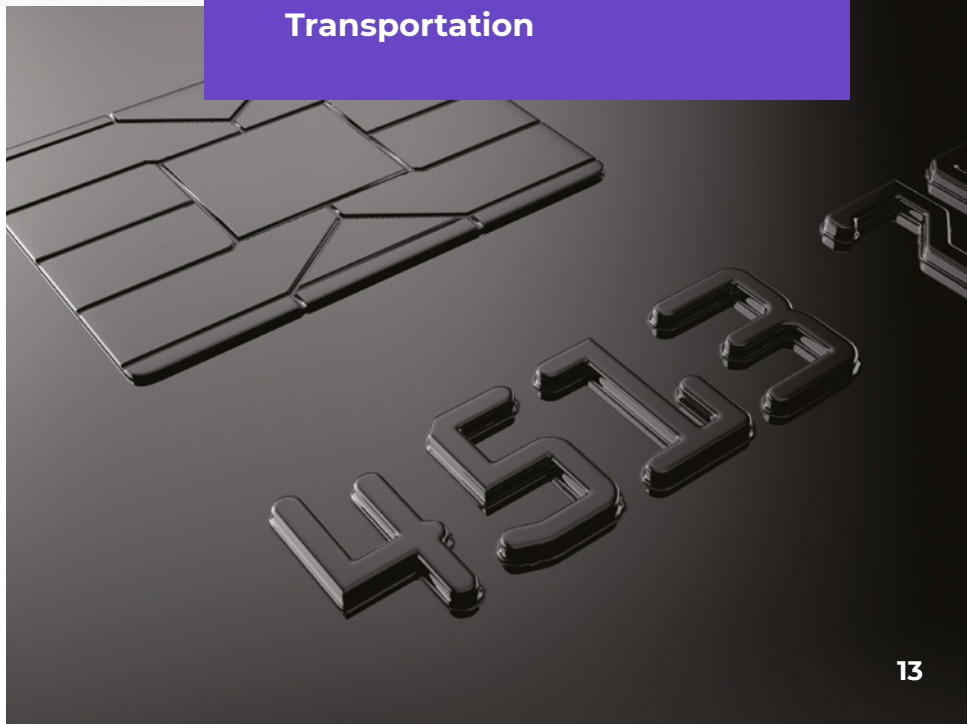
Naval

Public Sector

Retail & Logistics

Telecoms

Transportation



Press release

Assystem Technologies becomes Expleo

A new breed of technology partner to help businesses successfully deliver innovation

Assystem Technologies and its affiliates relaunch under a new brand. 18 months after taking over the operations of Assystem SA's Global Product Solutions division, and following a series of acquisitions in 2018 including SQS – an industry leading quality partner for digital business, the organisation becomes Expleo.

To help businesses harness technological change, Expleo offers access to sector-specific expertise and best practice across consultancy and business agility, product design, production and in-service support, as well as continuous quality. This unmatched service portfolio reflects the changing needs of the market where engineering and software are becoming increasingly intertwined.

Winning the technology race

Technology is changing all legacy business models, across industries and geographies. All companies are becoming technology-enabled businesses. The coming decade will see an unparalleled pace and scope of business transformation driven by technological change, bringing both uncertainty and opportunity.

Olivier Aldrin, CEO of Expleo, stated:

“All businesses are in a technology race. They need to transform their operating model by securing access to both leading-edge technologies and deep industry knowledge. We have made a bold move to help our clients win this race by becoming Expleo, a new breed of technology partner that offers end-to-end, integrated engineering, quality services and management consulting for digital transformation. Our new brand reflects our ambition to be the trusted partner that our clients need to rapidly deliver innovation at scale.”

Ambitious growth perspectives

A truly global company with 15,000 people in more than 25 countries, Expleo leverages a complementarity of cultures rooted in strong Franco-German ties. It combines a scalable and cost-effective global delivery model connecting clients with experts locally and from bestshore excellence centres.

Expleo's ambition is to pursue its growth organically and through acquisitions. The Group plans to further expand its footprint, notably in Germany, North America and India. In India, Expleo aims to quickly double in size, and reach more than 5,000 employees in the next few years.

A new brand capturing the right balance of boldness and reliability

As the Group opens a new chapter in its history, the name Expleo conveys the idea of exploring fresh opportunities and expanding horizons. It expresses a bold and confident vision of the future, a willingness to act innovatively. In Latin, Expleo means “to complete” and “to satisfy”, indicating a job well done and a sense of achievement.

Within the current climate of unrelenting change, businesses need both specialist expertise and creativity that will give them the confidence to take calculated risks. They need trusted and accountable partners by their side. Expleo's people rise to this challenge, combining flair and rigour, making ingenuity and vigilance work together. This critical balance is captured in the Group's new name but also in its tagline “Think bold, act reliable”.

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