

## Press Release

Saint-Ouen, France, 27 September 2023

### **Inetum announces the acquisition of 47 QUAI, a French consulting and services company specializing in the Salesforce product suite**

**Inetum, European leader in digital services and solutions, today announces the acquisition of 47 QUAI, a firm specializing in consulting and integration of Salesforce solutions. This acquisition is part of Inetum's strategy to strengthen its support capabilities for all Salesforce business challenges.**

As a specialist in Salesforce consulting, integration, and project management, 47 QUAI has developed a widely recognized expertise in the market and has successfully supported a large number of customers in the implementation and optimization of their Salesforce solutions. The 47 QUAI team is composed of 50 Salesforce-certified consultants who bring significant added value to their clients' projects, particularly in the areas of sales, customer service, marketing, and customer experiences.

The acquisition of 47 QUAI allows Inetum to strengthen its services offering and capabilities related to Salesforce, the world leader in CRM solutions, and to meet the growing needs of its clients in the digitalization of customer relations. The complementary nature of Inetum's already renowned expertise in Salesforce and that of 47 QUAI will enable the Group to reinforce its leading position, particularly in the insurance and public sectors. Clients will benefit from combined expertise and a global approach to their own challenges in the digitalization and optimization of customer relations.

"We are delighted to welcome the 47 QUAI team to Inetum. Their proven expertise fits in perfectly with the drive for excellence that we continue to develop with our team of experts. This is in line with our ambition to integrate the best players and talent in the market to serve our clients. This acquisition strengthens Inetum's Salesforce practice, already a Summit Partner – the highest level of accreditation with Salesforce – with a team of over 200 experts," says Normann Hodara, Managing Director Area France at Inetum.

"Joining Inetum is a unique opportunity for 47 QUAI to continue its growth. We are convinced that our expertise in Salesforce, combined with the strength of the Inetum Group, will enable us to offer our clients ever more innovative and effective solutions," Julien Perrin, one of the co-founders of 47 QUAI, explains. "Inetum and 47 QUAI share the same commitment and a culture of client satisfaction. This acquisition strengthens our ability to offer premium support while expanding our reach and expertise, offering new growth opportunities for our teams within a renowned international Group. We are delighted and eager to embark on this exciting new stage of our adventure together," Johann Louveau, the other co-founder of 47 QUAI, concludes.

#### **About Inetum:**

Inetum is a digital services and solutions company. With a presence in more than 27 countries, the Group has nearly 27,000 employees and generated a revenue of 2.4 billion euros in 2022. In a context where needs and uses are constantly being reinvented, the Inetum Group supports companies and governments in their digital transformation by offering them a unique combination of proximity, sector-specific organization and innovative solutions. With its multi-specialist profile, Inetum aligns its organization around 4 Global Business Lines: Inetum Consulting, Inetum Technologies, Inetum Solutions, and Inetum Software.

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