

PRESS RELEASE

Siris Advisory and Cloudspirit join the Coexya group

This acquisition will enable Coexya to strengthen its specialist position in customer relations and more specifically in CRM (Salesforce), digital marketing (Adobe) and Enterprise Service Management (ESM – ServiceNow) activities

Lyon (France), September 14th, 2022 – Coexya, an independent digital leader in consulting, integration and software development, is to acquire Siris Advisory and Cloudspirit, IT consulting firms specializing in digital transformation and experts in CRM, marketing automation and ESM activities around the ServiceNow solution. The transaction will be a strategic merger of the two companies, enabling them to pursue their development.

Created in 2017 in Paris, **Siris Advisory** supports companies in optimising their customer relations and the quality of service experienced. To this end, Siris teams operate on all functional and technical fields (acquisition, loyalty, follow-up, QOS, DATA). **Cloudspirit**, created in 2019 in Paris by the two founders of Siris, provides specialized expertise in Service Portal, ITOM, SecOps and CSM modules from ServiceNow. The consolidated activities of the two companies represent a turnover of €7.5m in 2022 (closed on 30th June 2022). Each of the units has very high levels of certification and partnerships with publishers for the applications concerned, enabling them to achieve 25% growth between 2022 and 2021.

The associated founders as well as all the managers and consultants are joining the Coexya Group project to continue the development of these two companies and their expertise in synergy with the other know-how of the Coexya Group. This merger will allow Siris and Cloudspirit to target larger scope projects and to consolidate their specialist positioning.

For the **Coexya** group, this merger is in line with the growth strategy set in September 2020 when the company became independent from the Sword group and allows it to strengthen its expertise in customer relations, which today represents 18% of the group's turnover.

Philippe Le Calvé, CEO of Coexya, is delighted with this merger and association with the employees of Siris and Cloudspirit "We are determined to continue to develop our mutual skills while respecting the common values that we all share, such as commitment and respect. The opportunity to continue the development of these two companies with their historical leaders is also an important element in the choice of this merger."

Boris Bentaalla, director of Siris Advisory and Cloudspirit "We are particularly delighted with this merger. Joining Coexya will allow us to move forward in an accelerated way while keeping our DNA. The commercial synergies are significant, and the strength of the group will support our positions in our sectors of activity".

About Coexya

Coexya has more than 20 years of experience in consulting, integration and software development and is specialised in digital transformation. In 2020, Coexya changed shareholders and with the support of its executives, operational managers and the European investment fund Argos Wityu, became independent of the Sword Group. Coexya's mission is to support organisations by developing solutions that address the new ways employees and customers use data. Coexya is active in six areas of expertise: customer experience, digital content, health, legal, location intelligence and smart data.

The group serves more than 370 clients and generated turnover of nearly €70m in 2021. Coexya has more than 700 employees based in Lille, Brest, Lyon, Paris and Rennes.

More information on www.coexya.eu

About Siris

Siris Advisory is a technology consulting firm specialising in operational performance. Founded in 2017 by Simon Gay and Boris Bentaalla, Siris Advisory provides PRM & CRM, Data and ESM offerings to support its clients in their transformation, data valuation and process optimisation challenges. The firm has a turnover of nearly €8 million and employs over 60 people

More information on www.siris-advisory.com

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