

Media relations:

Sam Connatty
Tel.: +44 (0)370 904 3601
sam.connatty@capgemini.com

Investor relations:

Vincent Biraud
Tel.: +33 1 47 54 50 87
vincent.biraud@capgemini.com

Capgemini acquires Rufus Leonard, to reinforce its brand design and experience capabilities in the UK

Acquisition will help to meet client demand for creativity, strategy and design services to enable customer centric transformation

Paris, June 7, 2022 – [Capgemini](https://www.capgemini.com) announced today that it has acquired Rufus Leonard, a London based brand design and experience agency. Rufus Leonard’s award-winning capabilities in building category defining brands through design and technology will enhance the Group’s customer first services in the UK. The transaction was completed on June 1, 2022.

Headquartered in London, Rufus Leonard is a 70-person agency specialized in transforming service brands by turning complexity into brilliant, engaging experiences. Its client base, including World Wildlife Fund (WWF) and AXA UK, and creative design expertise are highly complementary and additive to the Group’s future defining, human-centered design services of frog, part of Capgemini Invent. The Rufus Leonard team will become part of frog in the UK.

“Clients are looking to embrace digital opportunities and continually re-invent themselves for true, long-lasting value and impact. Rufus Leonard’s specialism in harnessing technology and design to enhance a brand’s promise will augment our frog offerings in the UK,” said Cyril Garcia, CEO of Capgemini Invent and Group Executive Board Member. *“Rufus Leonard was a natural fit for us in terms of capabilities, clients and culture. I am delighted to welcome them to the Group.”*

Comments Neil Svensen, Chairman and Founder of Rufus Leonard, *“Capgemini’s global scale and reach will bring incredible value to our clients. Our people will also benefit in terms of their personal development and career opportunities. We are excited by the Group’s approach to incorporating data into its customer centric design services, as well as its highly complementary culture and client base.”*

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 340,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

Get The Future You Want | www.capgemini.com