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Capgemini expands its digital marketing consulting expertise with the acquisition of June 21 in France

Paris, October 1, 2018 – [Capgemini](#) announced today the acquisition of June 21, a consulting firm specializing in digital marketing. With expertise in supporting the C-Suite on their data-driven digital transformation, June 21 will reinforce, notably in France, [Capgemini Invent](#), the Group's recently launched digital consulting, innovation and transformation Global Business Line. This bolt on acquisition enables Capgemini to further meet growing demand for its end to end digital services including helping organizations to reinvent how they engage with and deliver value to their customers.

"In June 21, we found an exceptional team able to deliver on the customer-led transformation challenges faced by our large clients. Jean-Pierre Villaret, Jean-Marc Benoit and their talented colleagues will bring to Capgemini Invent a unique understanding of digital marketing and communication channels along with a depth of relationship at the CMO and CEO level," explains Cyril Garcia, CEO Capgemini Invent and member of the Group Executive Committee.

June 21 was founded in 2007, by Jean Pierre Villaret, who was previously the co-founder and President of the DevarrieuxVillaret agency, and the CEO of Young & Rubicam, and Jean Marc Benoit, who was precedingly the General Manager of DevarrieuxVillaret after a long career that began at Ipsos. June 21 has established a unique credibility as a senior advisor, on marketing and communications in the digital era, to the top management of large firms across France and the UK working for companies such as Kingfisher, SNCF, Orange, Carrefour, Veolia and AG2R La Mondiale.

"In 2007, we founded June 21 to enable our clients to make the most of the digital revolution that would transform their marketing and even for some, their business models," comments Jean-Pierre Villaret, Founder and Chairman of June 21. *"The arrival of artificial intelligence in our daily lives is a breakthrough that triggers new challenges for our clients, all leaders in their markets. We were convinced that we could not remain effective both as a force for strategic propositions and as a creator of content without the support and power of a reference partner. As leader in technology, data and customer experience Capgemini will allow us to develop new expertise while preserving our know-how and the originality of our approach. This is a very positive move for both our clients and employees."*

"The acquisition of June 21 will reinforce Capgemini's strategic digital consultancy capabilities in France. Their truly entrepreneurial spirit and well-established expertise will enable us to offer our clients an enriched portfolio of advanced digital services. I am delighted to welcome them to the Group," comments Paul Hermelin, Chairman and CEO, Capgemini Group.

The transaction is due to close in the coming weeks.



About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

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