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## **Capgemini reinforces its digital services portfolio in Italy with the acquisition of Doing**

**Paris, October 9, 2018 – [Capgemini](#) announced today the acquisition of Doing, a full service digital agency based in Italy. This bolt on acquisition further expands its local digital services capabilities and aligns with the ambition of [Capgemini Invent](#), the Group’s global business line, launched recently to help CxOs envision and build what’s next for their businesses.**

*"Doing’s multi-disciplinary team, entrepreneurial spirit and impressive client roster are highly complementary to the Group’s make up. It is a natural fit with our local team in Italy, enabling us to grow our portfolio of digital services in this region and beyond. I’m delighted to welcome them to the Capgemini team,"* comments Olivier Sevilla, member of the Group Executive Board and CEO of Europe at Capgemini.

Founded in 2015 from a merger of Dnsee; Hagakure and Banzai Consulting, Doing is organized into three practices: Technology, Content and Media, and Insights and Experience. The 200+ person team, located mainly in Milan and Rome, supports over 50 clients with the full digital chain from service and business design, to development and maintenance. Top clients include ALD Automotive, L’Oréal and Lavazza.

*"At Doing we have combined the key skill sets of data analysis, service design, creativity, content and technology to support clients with their marketing, communication and digital transformation. Joining the Capgemini Group will enable us to scale our services and offer global brands worldwide implementation and support, which is a very exciting prospect for both our clients and our team members,"* comments Diego Chiavarelli, CEO, Doing.

The transaction is due to close in the next month.

### **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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