

Press contact Capgemini :

Christel Lerouge
Tel.: +33 (1) 47 54 50 76
Email: christel.lerouge@capgemini.com

Press contact Publicis :

Laurence Rey
Tel.: + 33 1 44 43 70 10
E-mail: Laurence.Rey@conseil.publicis.fr

Capgemini continues to invest in its image and adopts resolutely multicultural approach for its new global branding and advertising campaign

Paris, October 2nd, 2008 – Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, is reinforcing its global branding campaign, first launched in 2007, with the adoption of a multi-cultural focus. Capgemini's approach is original for a B2B firm and unique in the IT and consulting industry for taking this approach. The *"Together. Free your energies"* slogan will now be associated with three different representations of the same scenario each drawn by three cartoonists representing European, North American and Indian audiences. As of October, the new global campaign will be launched in France, Germany, the United Kingdom, the Netherlands, the United States, Canada and India through outdoor (airports), press and online advertising campaigns.

By associating its slogan *"Together. Free your energies."* with cartoon illustrations, Capgemini already stood out in 2007 from the imagery used by the IT and Consulting industry. The Group has decided to maintain the strong imagery (cartoon illustrations) built around its brand and the creative principles of the global campaign while going one step further with innovation to reinforce the impact of its message in its different markets.

Underpinning Capgemini's branding communication for several years now, the *Collaborative Business Experience* – a unique way of working with clients and a major differentiator for the company – is linked to the benefits brought to clients: to help them to transform and improve their performance, while developing their freedom to act and be innovative. The visuals associated with this global slogan, will differ according to geographic regions. In Europe, the Group's established market, Capgemini will continue to use the illustrations of cartoonist **Ted Benoît**, who combines the graphic language of the "Clear Line" movement pioneered by Hergé in "The Adventures of Tintin". In North America, the Group is adopting a modern style of "comics" by collaborating with **Neal Adams**, a pioneer in his field since he produced the very first Superman cartoons. In India, a strategic market for Capgemini particularly in terms of recruitment, the Group has opted for a "Bollywood" style, young and dynamic, working with illustrator **Sahebrao Hare**.

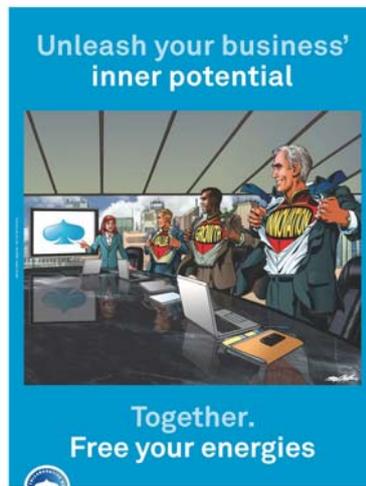
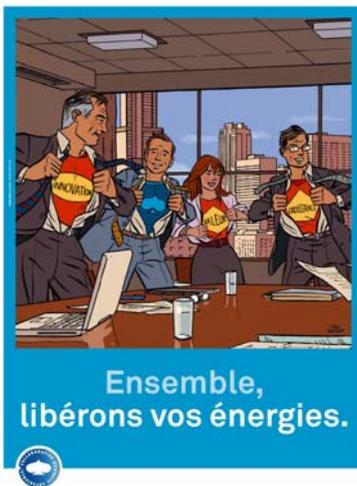
"This campaign expresses the values and the very identity of Capgemini: a global company but, conscious of its cultural diversity and its proximity to clients that it has in the different countries where the Group is present," underlines Philippe Grangeon, Group Marketing & Communications Director, Capgemini. *"The strength of a brand is an asset to develop. We continue to invest in line with our commitments in order to reinforce our*

Press Release

leadership in certain countries like France or Holland or to raise awareness in India or the North American continent.”

For Arthur Sadoun, Chief Executive Officer of Publicis Consultants: *“To manage a global and multicultural campaign is a fresh challenge in the consulting and IT field. This choice also confers on Capgemini a unique positioning in the market, very different from that of its competitors.”*

Capgemini is extending its multi-cultural approach to the web giving each market, European, North American and Indian, the possibility to adapt the content of the banners that will appear on their main news and business information sites. Not only an efficient means to communicate content, the internet also enables Capgemini to innovative and personalize interaction with internet users, notably through the use of search engines, professional networks and RSS feeds. Following the success of the “buzz” campaign launched in 2007, which brought to the forefront the fictitious enterprise Highlet, which was seen by over 250,000 people, the internet will again serve as the vehicle for the new global “buzz” campaign that Capgemini plans to launch in October.



COMPLEMENTARY INFORMATION

Capgemini :

Director of Group Communications & Marketing: Philippe Grangeon

Brand Manager: Thierry Velut

Web Manager: Kristine Drullion

Publicis Conseil : Campaign

CEO: Arthur Sadoun

Deputy Managing Director: Charles Georges-Picot

Account Director: Alberto Scorticati

Account Manager: Elodie Chicheportiche

Strategic Planning: Valérie Henaff / Paul-Henry Moinet

Creative Director: Hervé Riffault

Copywriter : John Whelan

ABOUT TED BENOIT

Ted Benoît, an unique and engaging cartoonist, can be described simply as a combination of extravagance, meticulousness and intelligence.

There are two incontestable bedrocks to his work: an affiliation with the Clear Line graphic style, meticulously and harmoniously marrying simple lines and flat colors, and a special interest in 1930s and 1950s America. He combines these two references in a subtle parody where the near future and recent past merge and become one.

ABOUT NEAL ADAMS

Neal Adams is a Comic Book Artist and Commercial Illustrator best known for bringing realistic illustration technique to comic books. His books tackled relevant social issues, in many cases, for the first time. His comic books have been cited as direct inspiration for the currently successful X-Men and Batman movie franchises and are continually reprinted by their publishers. He actively crusades for creator's rights, royalties and artist compensation. He is also a comic book publisher, amusement park ride designer, set and costume designer and theoretical physicist. Adams is currently working on a series of new Batman Graphic Novels.

ABOUT SAHEBRAO HARE

Sahebrao Hare was born in the tiny hamlet of Jawalgaon in interior Maharashtra, India. The youngest of three siblings, Sahibrao's talent was apparent at an early age when he was awarded a scholarship at the local art

Press Release

school. In 1997, having completed a Graduation Diploma in Art from the University of Kolhapur, he moved to Mumbai to pursue his calling.

Starting off at McCann Erickson as junior illustrator, Sahebrao quickly established himself as one of the city's leading illustrators. Over the last 11 years, he has to his credit campaigns for Western Union, Lakme, Coca Cola, Virgin Atlantic and BPL. Of his numerous awards and accolades, the most noteworthy has been a silver lion at Cannes in 2003. His work has also featured regularly at art exhibitions in Mumbai and New Delhi.

About Capgemini

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working – the Collaborative Business Experience - and through a global delivery model called Rightshore®, which aims to offer the right resources in the right location at competitive cost. Present in 36 countries, Capgemini reported 2007 global revenues of €8.7 billion and employs over 86,000 people worldwide.

More information is available at www.capgemini.com

About Publicis Consultants

Publicis Consultants, founded in 1926, is part of the international Publicis Groupe, the world's fourth largest communications group, present in over 100 countries and on all five continents. Chaired by Arthur Sadoun, it manages a large number of prestigious national and international brands such as Renault, Nestlé, L'Oréal, Orange, BNP-Paribas, DIM, Brasseries Heineken, Europe 1, PMU, Groupe SEB, Sanofi-Aventis.