

Client Centricity

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The evolution of market demand presents significant opportunities for Capgemini

Overview of IT Services market evolution

Today ~ € 1200Bn

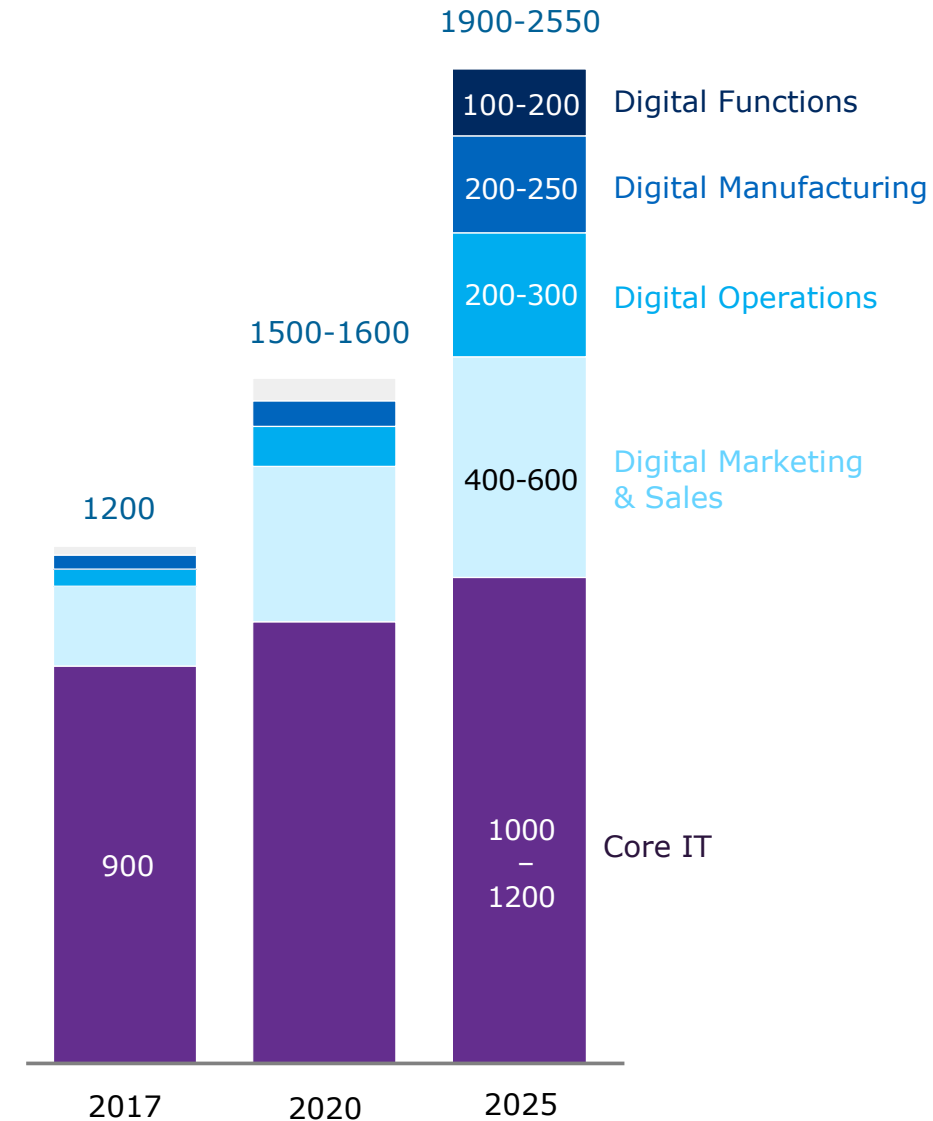
In 2025

New

Core

X 2

- New budgets
- CXO buyers
- Sector specific offering



Capgemini is reaching “new clients” through a evolution of its offerings and Go-to-market



OUR CLIENTS EXPECTATIONS HAVE CHANGED...

Clients are expecting **end-to-end services** (as we have previously seen with Audi) and with the portfolio, we are adapting the mix of skills accordingly.

But we are also leveraging **our sector expertise** on:

- Clients core business,
- Competitive landscape,
- Market trends & stakes.

We can more efficiently deploy **sector offers** in a « **invest once, deploy everywhere** » methodology, leveraging our global assets and capabilities. Thus, helping strengthening our margins.

...SO HAVE WE

We're addressing a much wider client base, not only CIOs but CXOs.

Capgemini is going beyond traditional core IT into the Digital continuum to reach:



Corporate functions



Digital Manufacturing



Digital Operations



Digital Marketing

Capgemini is now perceived as both a Business & IT partner by our clients which increase our resilience.

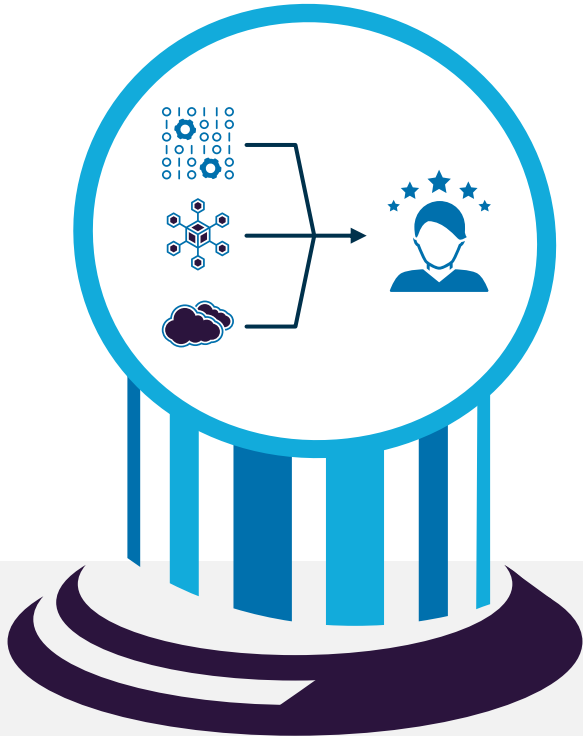
Therefore, we adapted to increase our visibility and better serve our clients

Our Unified Go-to-market approach enables us to expand our presence and address the “New” market opportunity

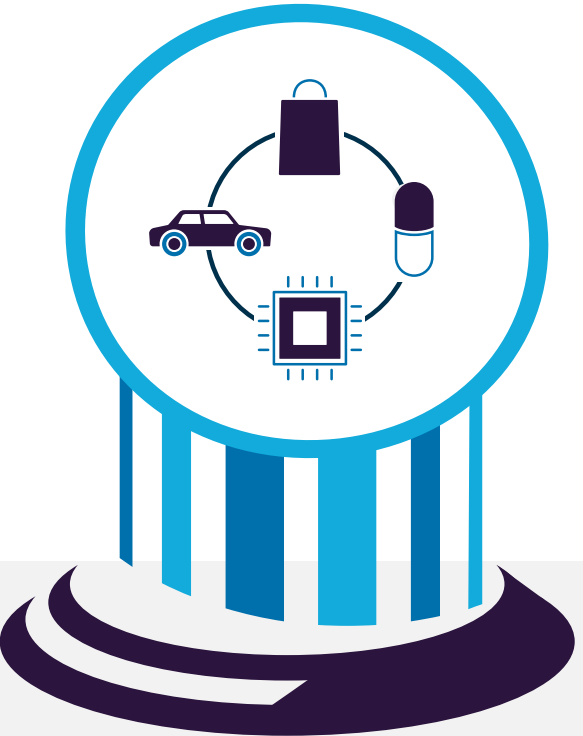


▶ We aim to become the **Strategic Partner** of a select number of leading firms in their sector combining the strength of our Portfolio Management and our Unified Go-to-market

We aim to drive sustainable and profitable growth through a simplified operating model based on 3 pillars



**Unified
Go-To-Market**



Sector focus



**Agile and competitive
Portfolio**



People matter, results count.

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