

**Press Relations:**

Sam Connatty  
Tel.: +44 370 904 3601  
Email : [sam.connatty@capgemini.com](mailto:sam.connatty@capgemini.com)

**Investor Relations:**

Vincent Biraud  
Tel.: + 33 1 47 54 50 87  
Email: [vincent.biraud@capgemini.com](mailto:vincent.biraud@capgemini.com)

## **Capgemini acquires innovation and design consultancy Fahrenheit 212 to drive North America growth through digital innovation offerings**

New York and Paris, February 18, 2016 - [Capgemini](#), one of the world's foremost providers of consulting, technology and outsourcing services, announced today the acquisition of Fahrenheit 212, an innovation strategy and design firm. This transaction will augment the capabilities of the Group's global strategy and transformation consulting organization, [Capgemini Consulting](#), to provide new innovation, business transformation and digital customer experience solutions. This bolt on acquisition fits into Capgemini's digital innovation growth strategy.

Based in New York City and London, Fahrenheit 212 will contribute its specialized capabilities for innovation strategy and consumer-centric design to the broader offerings of Capgemini Consulting. The move opens growth opportunities for both companies through their combined capabilities. It will accelerate Capgemini Consulting's ability to define new products, services and experiences for clients, while Fahrenheit 212 gains access to international implementation strengths and the Group's global network of Applied Innovation Exchanges<sup>1</sup>. Fahrenheit 212 was founded on the premise that innovation – as a systematized capability – can be both a learned discipline and a predictable driver of growth. Highly entrepreneurial and outcome-driven, Fahrenheit 212 has spent the last 12 years developing growth opportunities for clients such as The Coca-Cola Company, Marriott, and Citi.

*“At Fahrenheit 212, we have built an effective and unique model for developing new products and services, and now with Capgemini Consulting we can again leap frog our competitive set,”* said Todd Rovak, Managing Partner and Chief Executive Officer of Fahrenheit 212. *“The ability to combine innovation strategy and transformational thinking with enterprise-level implementation on a global scale is now a client mandate. Capgemini's deep technology capabilities, resources and client relationships will steepen our trajectory and accelerate our pace in ways that would take us years on our own. Our people are excited to strengthen and broaden our approach to innovation consulting in dynamic new ways, helping us continue to attract and develop innovation's top practitioners.”*

---

<sup>1</sup> Capgemini has a global network of nine innovation spaces, known as 'Exchanges', where organizations are able to immerse themselves in the understanding, experimentation and application of all aspects of emerging technologies, as well as address the business disruptions confronting them and their industries.

*“Our shared view of the future of innovation and the inclusion of digital is the impetus behind the combination of our complementary approaches as we step-change the way consulting is defined and delivered,” said Cyril Garcia, CEO of Capgemini Consulting and Member of the Group Executive Committee. “Together with Fahrenheit 212, we’ll bring additional value and innovation to our clients and expand our innovation solutions into new industries that are undergoing digital disruption.”*

### **About Capgemini**

With more than 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, [the Collaborative Business Experience™](#), and draws on [Rightshore®](#), its worldwide delivery model.

Learn more about us at [www.capgemini.com](http://www.capgemini.com).

*Rightshore® is a trademark belonging to Capgemini*