

**CAPITAL
MARKETS
DAY** 2021

Capgemini

Customer First as a Growth Driver

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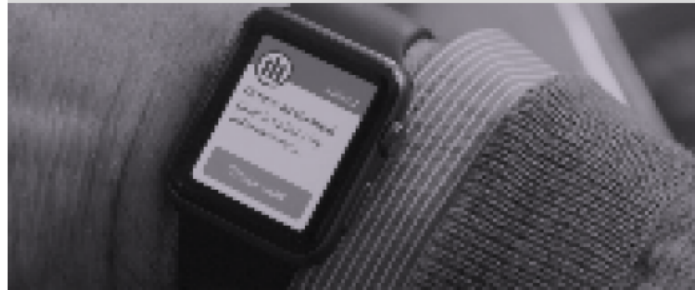
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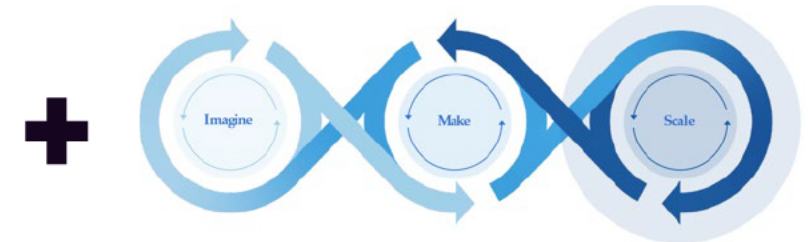
Customer First as a growth driver

Customer Experience -CX-



The way client engage and interacts with their customers to increase customer satisfaction, loyalty and customers purchases

Continuous Business Re-invention



Re-invent the promise to the customer with
New services, New ecosystems,
New business models
across customer life-cycle



Customer First High single digit growth



WE ARE A LEADER TODAY



Leader 3 years in a row
of the CRM & CX
implementation
services magic
quadrant



Leader Retail
commerce platform
service providers

Leader Retail
Co-Innovation
service providers

WE HAVE SOLID FOUNDATIONS IN PLACE FOR FUTURE GROWTH

Customer First Offers

CX | Sales, service,
commerce, Marketing

**Continuous business
re-invention**

**No Ad agency
services**

Transformation



New customer journey

New customer experience

Business re-invention

Delivery at scale

20 Centers of Excellence

48 Creative and
Innovation Studios

25,000+ Capgemini
Customer First
consultants, designers
and experts

Industrialized assets

Strong partner ecosystem

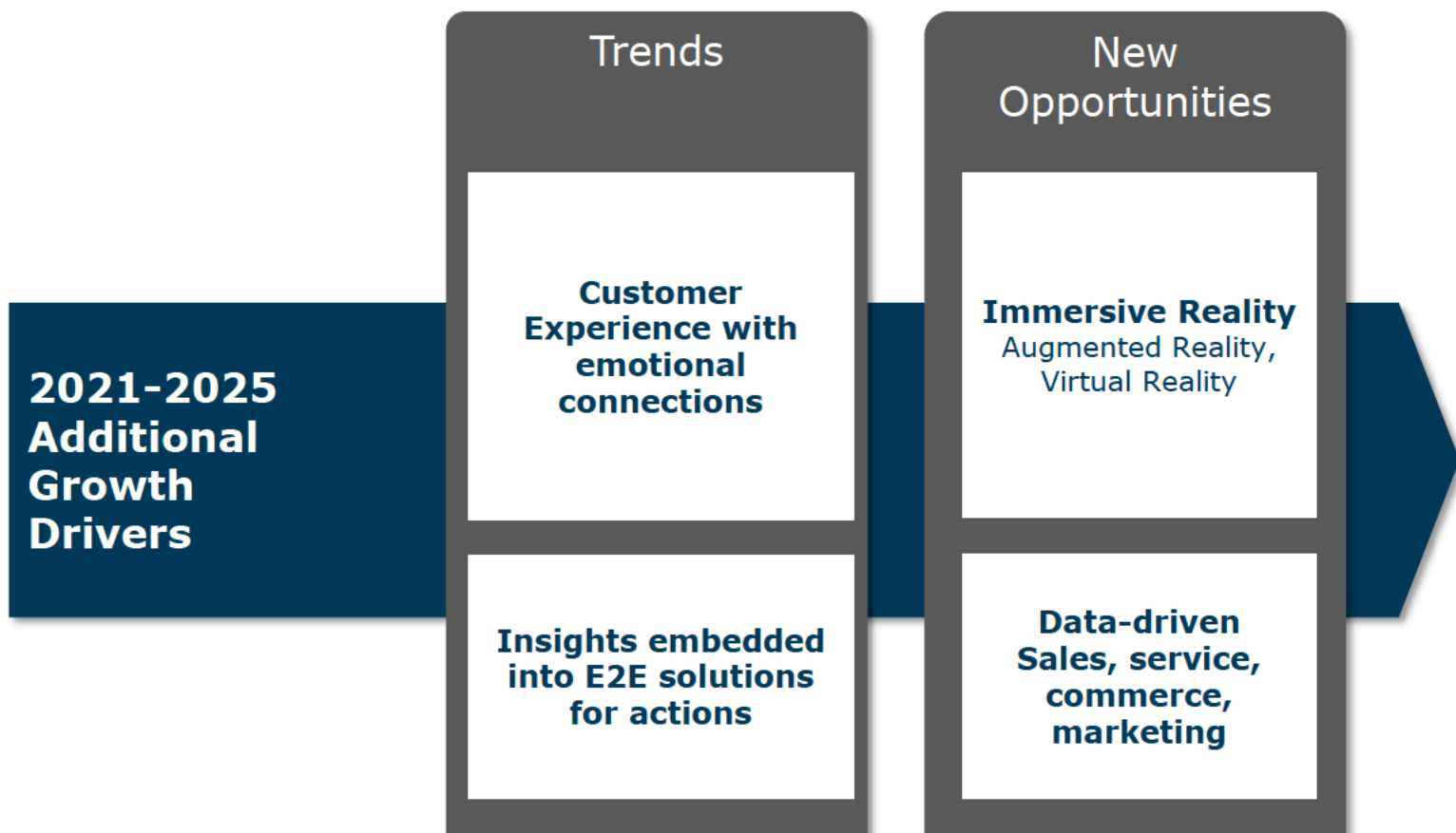


Customer First

2021 ► 2025

**WE ARE CONFIDENT
TO ACHIEVE HIGH
SINGLE DIGIT
GROWTH**

The market | Growth companies are thinking about experience in ways that go beyond CX alone adopting a continuous Business Reinvention mindset





People matter, results count.

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