Press contact:
Sam Connatty
Tel.: +44 (0)370 904 3601
E-mail: sam.connatty@capgemini.com

Capgemini looks to the future with a new brand identity

Paris, October 17 2017– Capgemini today unveiled its new brand identity which builds on its well established reputation and 50-year technology heritage. The new brand identity uses three fundamental differentiators to reflect Capgemini's unique character and strengths as a business partner, addressing the whole breadth of clients' business challenges, to enable their ambition in the digital world. These three core pillars are: dynamism, precision and people.

"We refreshed our logo 13 years ago. A lot has changed since then and not just the size, shape and scope of our business; the entire market has shifted. In this landmark 50th anniversary year, we decided to challenge ourselves in response to these changes. I am proud to launch today our rejuvenated brand and visual identity that fully reflects our unique character, our ambition, our passion and our strengths," comments Virginie Regis, member of the Group Executive Committee, Group Marketing and Communications Director, Capgemini. *"Our new identity demonstrates how agile and in motion we are, helping our clients to address their business challenges, with precision and trust. In this age of digital interactions we were keen to humanize our name with a fresh hand written format. Work is also now underway on the overall architecture of the Group's brands."*

A new signed wordmark: a fundamental expression of Capgemini's humanity and commitment

At its core is the Capgemini vision that technology is nothing without the people behind it. The handcrafted name is now fully part of Capgemini's logo, which personifies the company slogan that was launched back in 2010 and is just as relevant today: 'People matter, results count'.

A new spade: precision animated by positive energy

Traditionally the highest value suit in a deck of playing cards, Capgemini's spade is now fluid and dynamic, reflecting the evolving technology landscape and the ability of Capgemini to constantly adapt and master the latest innovation, yet still with the precision and accuracy that are fundamental to successful client delivery. The spade is now flexible: flowing, folding and turning.

A new invigorating color palette

Capgemini's blues are now more vibrant. The darker blue represents the depth of its heritage and the dependability of the brand and its people, while the lighter blue represents the new world - energetic, inspiring and free-thinking. The blues won't live alone, Capgemini will draw on a range of invigorating colors to bring this fresh new look to life.

Note to Editors:

A hi-resolution image of the new Capgemini brand identity is available on request.

About Capgemini

With more than 190,000 people, Capgemini is present in over 40 countries and celebrates its 50th Anniversary year in 2017. A global leader in consulting, technology and outsourcing services, the Group reported 2016 global revenues of EUR 12.5 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**.

Rightshore® is a trademark belonging to Capgemini.