

Press release  
8 July 2015

## VALTECH COMPLETES ACQUISITION OF THE CANADIAN DIGITAL AGENCY W.ILLI.AM/

Acceleration of the group's expansion in North America and strengthening of the Internet-of-Things Center of Excellence

**Paris (France) and Montreal (Canada), 8 July 2015 – Valtech SE [Euronext Paris: FR0011505163 - LTE]**, the first independent European agency in digital and technology marketing, today announced the acquisition of the Canadian company **w.illi.am/**. Created in 2008, w.illi.am/ has become, in just a few years, a leading digital agency in Montreal, a North American city at the forefront of creativity and technology, and will become Valtech's hub in Canada.

w.illi.am/ assists large companies in their digital transformation with a consumer-centric approach, by building extremely advanced and innovative digital experiences. w.illi.am/ is a true leader in the field of immersive experiences and the design of connected objects, through a unique combination of creativity, strategy and technology.

w.illi.am/'s clients include leading companies such as Bombardier, Mary Kay, Yellow Pages, as well as several Canadian companies from various sectors such as media, telecommunications, finance and retail.

With 60 digital experts, w.illi.am/ achieved a turnover of CAD 6.1 million (€ 4.4 million) in 2014.

The operation, entirely financed in cash, is accretive to Valtech and will be consolidated in the Group's statements from July 1, 2015.

Annie Levesque and Damien Lefebvre, Co-presidents of w.illi.am/, will lead Valtech's office in Canada. The Canadian headquarters will remain at Montreal.

*«We are extremely excited to welcome w.illi.am/'s teams to Valtech and the prospects that are opening up to us in the Canadian market. With this acquisition, Valtech increases its leadership in digital marketing solutions and also strengthens its presence in North America, as announced in its strategic Rocket plan. In addition, the renowned expertise of w.illi.am/ in the field of the 'Internet of Things' perfectly complements Valtech's initiatives in this field, especially in our Northern European subsidiaries »,* said **Sebastian Lombardo, Valtech's CEO**.

*«w.illi.am/ is a treasure trove of talent and specialized expertise! The quality of services offered by the w.illi.am/ teams is quite impressive. Just as exciting is the enthusiasm shown by marketing directors who have been increasingly demanding exactly these types of capabilities to bring their brands fully up to speed in this rapidly accelerating and competitive landscape. Furthermore it's a great addition to our North American operations»* said **Olivier Padiou, Valtech's COO**.

*«This is a great day for our team and our clients. We are now part of a growing family, starting a new chapter in North America. The deal is natural since we all share the same values and the same vision on digital: a world that is connected and user-centric using seamless technologies »,* said **Damien Lefebvre, co-president of w.illi.am/**. *«We always wanted to ensure that our clients benefit from new integrated capabilities, and now it's real. We are excited to expand our digital expertise to better serve our customers, in addition to offering our employees new career opportunities worldwide »,* explained **Annie Levesque, co-president of w.illi.am/**. *« The future of w.illi.am/ Valtech Canada is such an exciting next step for us and we are personally committed to its success »,* concluded **Annie Levesque and Damien Lefebvre**.

## ABOUT W.ILLI.AM/

Founded in 2008 in Montreal, Canada, w.illi.am/ employs 60 digital experts who help North-American clients research, ideate, design and bring to market smart digital experiences, with innovative interfaces and products. As a result of a deep blend of technology, strategy and design, w.illi.am/ simplifies the complex to make clients' businesses grow with a unique user-centric approach and advanced expertise on several aspects: Customer Experience Strategy, Digital Innovation Strategy & Service Design, Technology Creativity & Digital Experience Design, Digital Platforms, Digital & Social Brand Engagement, Digital Performance Measurement.

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## ABOUT VALTECH

Valtech [Euronext Paris : FR0011505163 - LTE] is a digital marketing firm, pioneer in technologies with a presence in ten countries (France, USA, UK, Germany, Sweden, Switzerland, Denmark, India, Australia, Singapore) and 1,600 employees. As a full-service digital agency, Valtech brings value to its customers at all aspects of their digital activities: Strategy consulting, service design, technology services, and optimization of business-critical digital platforms for multichannel e-commerce and marketing. With its renowned commitment to innovation and agility, Valtech helps brands to develop and grow their business across their digital touch points while optimizing time-to-market and return on investment

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(1) The adjusted EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amortization) excludes the exceptional elements and the expenses of the REW plan.