

## Press Release

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### Altran and frog design strengthen footprint in Europe

Altran, the global leader in engineering and R&D services, and frog, the global design and strategy firm, announce the integration of their teams for innovation and design in France, Spain and Sweden.

Studios in Paris, Madrid, and Malmö will complement existing frog studios in London, Milan, and Munich to extend influence in design and innovation consultancy, doubling the group's network in Europe.

The integration with Altran also enhances frog's impressive client portfolio in financial services, healthcare, automotive and telecommunications with expertise in aerospace, energy and industrials.

*"In Europe, local market presence and expertise is a critical business advantage. The addition of the three Altran studios with 130 designers doubles frog's footprint in Europe. Combined with the strengths of the other frog studios in the Americas and Asia, this reinforces frog leadership in transformative design"* says **Andy Zimmerman, President of frog**.

**Pascal Brier, Group Executive Vice-President Strategy, Technology & Innovation of Altran** says, *"Over five decades, iconic brand frog has come to define excellence in design consulting. Today, Altran expands its footprint in Europe and further develop the group's capacity to deliver outstanding design to clients."*

Altran acquired Aricent and frog in November 2017 under its strategic plan to elevate its service model and expand its footprint in key industries and geographies. frog's network also includes studios in New York, San Francisco, Boston, Austin and Shanghai. frog design was founded in 1969, celebrating its 50<sup>th</sup> anniversary this year.

#### About frog

frog is a global design and strategy firm. We transform businesses at scale by creating systems of brand, product and service that deliver a distinctly better experience. We strive to touch hearts and move markets. Our passion is to transform ideas into realities. We partner with clients to anticipate the future, evolve organizations and advance the human experience.

#### About Altran

Altran ranks as the undisputed global leader in Engineering and R&D services (ER&D), following its acquisition of Aricent. The company offers clients an unmatched value proposition to address their transformation and innovation needs. Altran works alongside its clients, from initial concept through industrialization, to invent the products and services of tomorrow. For over 30 years, the company has provided expertise in aerospace, automotive, defense, energy, finance, life sciences, railway and telecommunications. The Aricent acquisition extends this leadership to semiconductors, digital experience and design innovation. Combined, Altran and Aricent generated revenues of €2.9 billion in 2017, with some 46,000 employees in more than 30 countries.

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