



Digitalist Group Broad approves new strategy to speed up growth with new technology solution and a CRM consulting competence unit

The Board of Digitalist Group has approved an updated strategy to drive growth from 2019 onwards.

New Digitalist Group Strategy:

1. Market Opportunity

We are at the end of the beginning of the Digital Age – where digitalisation has reached the agendas of all aspects of society and business, yet the application and utilization of opportunities are still in its childhood, as technology and Moores Law will continue to grow the possibilities and lower the thresholds. Coinciding with this, all successful customer-centric organisations are to an increasing degree primarily driven by dualistic strategies in reaching for sustainable profitable growth: becoming leaner, i.e. improving the cost- and resource-efficiency in serving their customers, while leaping forward in terms of growing the customer value and experiences they provide.

2. Digitalist Group Offering

Digitalist Group intends to be in this sweet spot by driving the position and vision of being the **The Customer Experience (CX) Innovation Company™** – the preferred end-to-end partner **From Ideas to Life™** at the heart and edge of transforming the cost-to-serve, sustainability and value delivery of our client's entire customer journey, by seamlessly integrating and elevating digital and physical experiences.

Leveraging the (previously communicated) acquisitions of 2017 and 1H 2018, this targeted position will be powered by leading edge capabilities in **Brand-; Design-; Tech-;** and as an added forward focus **CRM-driven solutions, fuelled by a common Insight and Innovation methodology.**

All parts of this updated offering will be delivered through an expanded scope of business models – building forward on the current **Consulting** and **Resourcing** while adding **Outsourcing** and **IPR** – to provide more relevance in matching client needs and situations, create longer-lasting client relationships, drive more recurring revenue and value leverage. Digitalist Group will launch new ticketing system solution for travel and transportation industries. The first client is adopting the

system for commercial use in early 2019. Digitalist will also form a new competence unit to provide consulting services for Salesforce users globally.

Combined with specific client category experience and insights, this expanded and integrated capability will be further amplified and applied with particular focus on key client segments and hot spots, such as Smart Mobility, Travel & Transportation; Smart Cities, Buildings & Homes; Smart Omni-Retail & Packaging; Smart Money & Finance; Smart Industry & Engineering and Smart Food & Beverages, to grow with our clients and drive clusters of industry convergence and ecosystems of shared initiatives.

3. Value creation

The ultimate aim of the updated Digitalist Group strategy is to reach sustainable profitable growth, direct future M&A initiatives and drive the market valuation, which provides the freedom to grow our capabilities and contribution to our clients, employees, society and shareholders – creating value for all.

DIGITALIST GROUP PLC

Board of Directors

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