



4 years after the launch of the DareWin growth plan, The Kéa group announces its 10th acquisition with the integration of the data intelligence specialist consulting firm Veltys

This operation confirms the development strategy of the group, whose turnover has doubled over the past 4 years, with the aim of reaching 100 million euros by 2026.

Malakoff, September 17, 2024 – **4 years after the launch of the growth plan aimed at making Kéa the leading consulting firm for general management of French origin, Kéa acquires the entire capital of Veltys, one of the French leaders in Data and AI strategy consulting.**

AI and data intelligence at the heart of business transformation

A minority shareholder of Veltys since 2023, Kéa is thus strengthening the place of data, models and technology in its offering at a time when artificial intelligence is reshuffling the cards of the traditional consulting firm model. The “Data intelligence and solutions” offer, successfully marketed in recent months to Kéa’s clients, allows the firm to offer consulting services based on descriptive or predictive analyses, fueled by the most advanced statistical, econometric and economic approaches, while data, predictive AI and generative AI have become central to the development and execution of business strategies.

With the arrival of around forty employees, mainly economists, *data scientists*, data analysts, data engineers and data architects, Kéa is significantly diversifying the profile of its consultants, whose total number now stands at 300.



A change of dimension initiated in 2021 to meet the new needs of businesses

Since 2021, Kéa has carried out 10 growth operations, including that of the Arkos firm (2021), specializing in the deployment of large-scale transformation projects, that of Ylios (2022), a strategy consulting firm, and, in 2024, the acquisition of a stake in Néovian, a leading player in Private Equity, in iQo, a management consulting firm, as well as the development of an impact division with MySesame and Nuova Vista in 2022.

The integration of Veltys is therefore part of a strategy to strengthen the firm's positioning on all strategic subjects for general management: strategy, impact, datatech and management.

Convinced of the interdependence of these four key areas of expertise in business transformation, Kéa has intended, since its creation, to be the trusted partner of general management for all of their growth issues.



Philippe Février and Arnaud Gangloff

All the acquisitions made since 2021 were able to be successfully completed thanks to the growing performance of the entire Kéa group as well as the raising of €20 million in funding in 2021 from Crédit Mutuel Equity and a pool

banking led by LCL, the largest fundraising for a strategy consulting firm in France.

Kéa intends to continue its acquisitions between now and 2026 with the aim of reaching 100 million euros in turnover.

Arnaud Gangloff, Senior Partner and Chairman of the Kéa group, said: " *With several years of successful collaboration with Veltys, Kéa is very pleased to welcome the talented teams of this key player in data intelligence. Their expertise promises to be decisive in helping our clients meet the many challenges related to the rapid progress of artificial intelligence. This transaction also crowns the advances of the DareWin plan, an ambitious growth strategy that should allow us to meet a demand for multidisciplinary consulting, both strategic and operational, adapted to the new challenges of organizations.* "

Philippe Février, Senior Partner Kéa, Founder and CEO of Veltys declares: " *I am very happy to see the collaboration between our two structures resulting today in the full and complete integration of Veltys within the Kéa teams. I am more convinced than ever of the relevance of merging consulting expertise, economic expertise and mastery of the data continuum and of our common capacity to weigh on a consulting market whose artificial intelligence is accelerating the transformation.* "

About Veltys

Veltys is a French strategy consulting firm, specializing in data intelligence, created in 2013.

Combining economic theory, data science, AI, technology and data management, Veltys offers tailor-made support to redefine the company's strategy and its operational mode on subjects relating to AI and the data continuum.

Organized into sector practices, the firm supports its clients from strategic recommendations with a holistic vision, to the deployment of data and AI sectors. Veltys supports general management and business lines, from strategy consulting to the implementation of use cases, including team acculturation. Nourished by a very strong link with research in economics and statistics, Veltys ensures a high level of intervention throughout the data continuum.

About KÉA

Kéa is a French and European consulting firm in strategy and transformation.

An internationally renowned and multi-specialist firm, its expertise covers all general management issues. Kéa combines distinctive strategy and transformation know-how to provide managers with value-creating models and build the economy of tomorrow with them.

Since its creation, Kéa has built relationships of trust with its customers, around 10 key sectors: Distribution, Consumer Goods & Agri-Food, Luxury, Industry, Financial & Professional Services, Construction, Public Works & Real Estate, Private Equity & Principal Investors, Environment, Energy & Utilities and Mobility & Logistics, Social and Solidarity Economy.

With its strong international network, the firm now has more than 900 consultants, including 300 in France, with 16 offices in 13 countries (Germany, England, Australia, Austria, Brazil, China, France, Italy, Morocco, Senegal, Sweden, Switzerland and the USA).

In March 2020, Kéa became a "Mission-Driven Company": "**Undertaking transformations for a desirable economy**" is its purpose. A year later, the firm obtained B Corp certification.

For more information:

<https://www.Kea-partners.com/>

<https://fr.linkedin.com/company/Kea-&-partners>

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