



PRESS INFORMATION

's-Hertogenbosch, February 19, 2020

ACCENTURE ACQUIRES DUTCH PRODUCT DESIGN AND INNOVATION AGENCY VANBERLO

New York and Amsterdam, 19 February 2020 - Accenture (NYSE: ACN) has acquired award-winning product design and innovation agency VanBerlo, headquartered in Eindhoven, Netherlands. The acquisition will strengthen Accenture's capabilities to help clients benefit from the merging of physical products and digital services. Terms of the deal were not disclosed.

Frank Rennings, managing director and Accenture Digital lead in the Netherlands, said: "The number of smart connected products is increasing rapidly, and the speed of digitization is challenging our clients' design and development processes. Both call for a new approach to innovation. Bringing VanBerlo's creative team into our Industry X.0 practice will enable us to help our clients develop new business models and generate new revenues from smart connected solutions and services."

Thomas Paulen, CEO of VanBerlo: "Our multidisciplinary team is passionate about creating forward-looking solutions that meet humans' needs and generate growth for clients. We are looking forward to joining Accenture Industry X.0 and driving innovation for global clients."

Other acquisitions Accenture has made to strengthen its Industry X.0 business include US product innovation and engineering company Nytec; German technology consultancy Zielpuls; and German strategic design agency designaffairs.

The acquisition of VanBerlo will complement Accenture's acquisition of innovation company Happen in October 2019, which has a team in Amsterdam.

SHORT PROFILE ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions — underpinned by the world's largest delivery network — Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 505,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

Accenture Industry X.0 helps businesses master the digital reinvention of industry when they use advanced digital technologies to transform core operations and unlock new revenue streams and business models. It supports every aspect of our clients' multi-phase transformation, including workforce, customer experience, R&D, engineering, manufacturing, business support, and ecosystems.

Detailed information about Accenture is available at www.accenture.com

SHORT PROFILE VANBERLO AGENCY

VanBerlo innovates products and services for companies in many industries, including fast-moving consumer goods, mobility, healthcare, banking and high-tech. The agency's smart connected solutions combine physical objects with digital services, using technologies, such as internet of things sensors, artificial intelligence and data analytics. These solutions can provide more personalized offerings and convenience to users while providing companies new ways to expand their business.

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Examples of VanBerlos' work include tailor-made interfaces and dashboards for tugboats, which help captains and chief engineers quickly get to the information they need to handle critical situations. VanBerlo also developed a baggage drop system that minimizes the time passengers spend at a self-check-in desk. Another example of their work is the design of a coffee machine with an easy to use touchscreen that allows users to save their favourite beverages onto their personal profiles.

Since its foundation in 1982, VanBerlo's work has collected more than 150 awards, including from iF, Red Dot and Good Design. In 2017, Erasmus University and Dutch television radio broadcaster AvroTros named it the Netherlands' most innovative company.

VanBerlo has a team of more than 90 professionals working from studios in Eindhoven and The Hage. They have deep experience in innovation and product strategy; product, software and user experience design; and prototyping, with a focus on sustainable solutions. The team will join Accenture Industry X.0, the part of Accenture that uses digital technologies to improve how companies design, engineer and manufacture products and services, and operate industrial facilities.

Detailed information about VanBerlo Agency is available at www.vanberloagency.com

SHORT PROFILE BLACKTRACE MERGERS & ACQUISITIONS

Blacktrace is an award-winning independent merger and acquisition specialist, providing guidance for medium-sized and large businesses when implementing merger and acquisition transactions, attracting shareholder capital and arranging funding. Blacktrace helps companies make the transition to a higher level and provide professional support in the following areas: divestment, acquisition, management buy-out, corporate valuation, corporate financing and corporate exit.

Detailed information about Blacktrace is available at www.blacktrace.nl

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