



Press release

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PwC announces its Digital Services business: Helping Companies Create Competitive Advantage in Today's Digital Landscape

PwC delivers a strategy for the digital age, supported by a growing team of over 2,000 professionals around the world

New York, 12th June, 2014 – PwC today announced the formation of its Digital Services business, with over 2,000 digital consulting professionals around the world committed to helping clients compete and thrive in an increasingly digital world. Many organizations are overwhelmed by today's pace of change and are seeking a strategic advisor with a deep understanding of digital business to help them create and sustain competitive advantage. Through its Digital Services, PwC is now providing clients with a new kind of digital consulting, which will help companies engage with their customers, suppliers, stakeholders and employees, and keep their products, services and business model both exciting and relevant.

The team has been built around recent strategic acquisitions; notably, Strategy& (formerly Booz & Company), Diamond Management & Technology Consultants, PRTM, Logan Tod & Co., Ant's Eye View, BGT Partners, Intuity, and Stamford Interactive. Strategy&'s digital capabilities (formerly Booz Digital) were ranked as a leading provider of digital strategy in the 2013 Kennedy Vanguard^{TM1} report, *Digital Strategy Consulting*.

"PwC is unique in delivering practical outcomes by combining creativity with business impact" said Juan Pujadas, PwC Global Advisory Leader. "Bringing together capabilities in consulting, deals, tax, and risk management globally enables us to help clients address all facets of digital business from strategy through execution."

¹ Kennedy Consulting & Advisory, Kennedy Information LLC



PwC has a track record in this area, having helped clients reimagine their business across a range of industries, including:

- Developing and executing the strategy, prototyping and launch of a consumer-shopper 'health and wellness' experience for a pharmacy retailer;
- Creating a multichannel digital strategy that increased bookings by 33% for a major cruise line and resulted in over US\$90 million in revenue in one week; and
- Repositioning an iconic manufacturer as a lifestyle brand by driving deeper engagement with key market segments through a re-launch of web, mobile, and social assets, as well as digitized products.

“Eighty-one percent of CEOs who participated in PwC’s 2014 CEO Survey said that technological advances are the most important trend to transform their business over the next five years; yet PwC’s 2014 Digital IQ Survey found that most companies are not prepared to address the challenges and opportunities of digital,” added Pujadas. “Only 20 percent of companies even claim to have a strong ‘digital IQ’ – the ability to understand, value and weave technology throughout the business. Our Digital Services teams can help companies harness the power of the digital world to create new standards for innovation, agility, service and impact.”

To learn more about our new Digital Services business, visit www.pwc.com/digital.

NOTES TO EDITORS

About PwC

PwC helps organisations and individuals create the value they’re looking for. We’re a network of firms in 157 countries with more than 184,000 people who are committed to delivering quality in assurance, tax and advisory services. Tell us what matters to you and find out more by visiting us at www.pwc.com.

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