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## **Press Release**

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### **New technology acquisition provides PwC with specialised cloud-based solutions across the UK and Europe**

PwC has today announced that it has conditionally agreed to acquire a leading European technology consulting business, Outbox Group, bolstering its ability to offer specialised cloud-based solutions and transformational services for clients across the UK and Europe.

The Polish-based Outbox specialises in customer, digital and technology services working with leading platforms such as Salesforce, Microsoft Dynamics, Oracle and SAP. Its addition will further enhance PwC's cross-industry customer and digital capabilities to deliver innovative solutions across all channels, platforms and devices.

The deal comes after previous acquisitions by PwC, including the European consultancy Mokum, and Booz & Company (now Strategy&), in 2014. The addition of Outbox Group will increase the firm's contingent of technology practitioners to almost 3,000 across EMEA. More than 250 Outbox employees will join PwC.

PwC's UK and EMEA consulting leader, Ashley Unwin, said:

"This acquisition represents a major milestone for PwC's UK and Central and Eastern Europe alliance and its commitment to invest in emerging markets.

"It is also a significant addition to our customer and digital capabilities and sees the establishment of a Centre of Excellence for these skills within PwC in Europe."

PwC's UK and EMEA technology consulting leader, Jonathan Tate, commented:

"Our clients are prioritising growth and investing to deliver great experiences to their customers.

"This acquisition was driven by a rising demand from our clients in digital and customer transformation as well as the need to offer services from strategy through to execution.

"Outbox will allow us to present a truly differentiated offering, enabling us to deliver larger and more transformational solutions to businesses across the UK, Poland and the rest of Europe. It will also support one of the firm's strategic priorities to further embed technology into its services."



Outbox managing director, Nicholas Mobbs, who will join PwC as a partner said:

"We created Outbox 10 years ago in Poland. Through dedication and hard work we have tapped into the wave of disruptive technological change, leading to considerable success across Europe with our unique position around a customer first multi-technology strategy.

"This deal will provide PwC with the ability to offer a unique combination of world class skills and services, by delivering true cloud-based business transformation projects to the market and benefiting existing clients.

"The potential market for customer experience, CRM and digital is estimated at over 6 billion euros and we see this growing even in challenging economic times."

The deal was signed on 31 December and is expected to be formally completed next month.

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### **About PwC**

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at [www.pwc.com](http://www.pwc.com).

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. This acquisition will be made by the PwC CEE and PwC UK firms. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details.

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