

PRESS RELEASE

April 2019

Azzana joins 99 Group

22 April 2019 – 99 Group is proud to announce that Azzana consulting has joined 99 Group. Both Azzana and 99 Group are active in Consulting and serve the same types of clients in the financial industry - banking, insurance, asset management - and corporates. The new entity will help his clients in the financial industry to solve their complex industry issues, with a holistic approach.

The new group will continue to focus on the same client typology. But, the combined expertise, credentials and talents of both entities will enable 99 group to help his clients meet all the challenges they face today, but also stakes they will face in the near future.

The group will comprise of 300 professionals, with offices in 7 countries, combining more than 40M EUR turnover. The strategy to reinforce its 'European coverage while maintaining a local footprint' will result in the expansion towards new home countries in the near future.

According to Hugues Morel, Chairman of 99 Group, "this collaboration perfectly matches our strategy to become an independent European leader in consulting, with an ambition to guide globally active financial players in their strategic challenges. We will achieve this ambition through our network of ambassadors. These are the people who know us best. Our colleagues and our clients.

Our colleagues – who all share our common ambition and are prepared to go above and beyond for our clients.

Our clients – who are experiencing the changing legal and technological environment on a daily basis. They realize more than ever the challenges and opportunities this brings.

Big data, digitization and artificial intelligence, these are just a few areas which will trigger a disruption in our clients' core processes and business models. With our transversal approach, 99 Group and Azzana will be able to provide the necessary clarity to this new complexity."

Lionel Vincke, Managing Partner of Azzana, adds that *"our collaboration with 99 Group will provide the means to further realize our ambition to become the global reference in Transaction Banking and Corporate Treasury. The strong presence of 99 Group in the market of Finance and Banks, combined with its geographical footprint will help us to further reinforce our position in our home markets, and continue to build our network abroad."*

The international expansion is a strategic common goal for Azzana consulting and 99 Group.

Together, they will realize the full potential of their combined expertise and market coverage.

Last but not least, 99 Group and Azzana share important, common cultural values. Both companies have positioned their collaborators at the core of their business. They promote the same level of entrepreneurship. They provide the necessary means to empower their colleagues to achieve their professional ambitions within this domain which they are so passionate about.

About 99 Group

99 Group is an acknowledged consulting player dedicated to the financial, banking and insurance industry.

The group operates in France, in the UK and in Luxemburg. In 2018, 99 Group achieved a turnover of 27M EUR. For 2019, 44M EUR has been forecasted. 99 Group has more than 250 employees and partners.

About Azzana

Azzana is a reference in Transaction Banking and Corporate Treasury. The group is based in France, Belgium and Luxemburg and has generated a turnover of 5M EUR in 2018. The company has more than 50 employees. It was founded by Lionel Vincke, Raphaël François and Michael Van Geertruy in 2013.

Media contact : Louisa Melbouci, Marketing director, 99 Advisory, louisa.melbouci@99-advisory.com; +33 (0) 6 59 81 14 76