

# Strategic transaction for Wipro in DACH region



## Higher visibility in the market

- **Brand:** cellent AG is a well-established and respected German brand.
- **Clients:** Wipro will acquire prime customer relationships, especially in the Manufacturing and Automotive industry sectors
- **Culture:** cellent's understanding of local culture and proximity to clients to empower strong relationships

## Financials

- Purchase consideration of €73.5M (US\$ 78M)
- CY14 revenues: €87M (US\$ 92M)

## Stronger workforce on the ground

- **Capability:** 800+ German speaking workforce

...to become part of Wipro

## Accelerated access to growing DACH market



## Synergies

- **Expand:** Enhance Wipro's presence in DACH by positioning cellent's capability and acquire new clients
- **Service Offerings:** Mutual focus on Applications, SAP & Infrastructure services, and leveraging Wipro's broad service portfolio to provide wider scope of IT solutions to existing cellent customers and grow existing cellent relationships
- **Delivery:** Leveraging skills of a combined workforce, usage of Wipro's best practices, tools, methodologies & offering of global delivery options to clients

