

Strategic Transaction for Wipro Digital

DEAL RATIONALE: ACCELERATED ACCESS TO COMPLEMENTARY STRATEGIC DESIGN CAPABILITY



UNIQUE ASSET



- **Capability:** Adds complementary capability which is crucial for digital transformation initiatives i.e., world-class strategic design talent
- **Scale:** Adds size (300+ designers) and global reach (network of 9 offices)
- **Method:** Adds Designit's Strategic Design Process which spans the product-service experience continuum

- **Credentials:** Bold transformative work across industry verticals, and recognized with multiple design awards in the digital domain
- **Scalable culture and platform:** Scalable environment to recruit the best design talent and train the next generation of creative technologists



ATTRACTIVE SYNERGY POTENTIAL

- **Synergy avenues:** Actionable cross-selling and up-selling opportunities leveraging complementary service portfolio & client base across a variety of offerings (e.g. digital transformation, internet of things, connected living, etc)
- **Strengthens value proposition beyond the CIO:** (e.g. CMO, COO, Chief Digital Officer, Chief Experience Officer and other C-suite)



FINANCIALS

- Purchase consideration of €85 Million which includes a performance based contingent consideration payable over 3 years
- Final payout could range between 70%-105% of purchase consideration
- CY14 revenues: €27 Million

Forward Looking Statements



This presentation may contain certain “forward looking” statements, which involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those that may be projected by these forward looking statements. These uncertainties have been detailed in the reports filed by Wipro with the Securities and Exchange Commission and these filings are available at www.sec.gov. Wipro makes no representation as to their accuracy or that the company subscribes to those findings.