



ALAN ALLMAN ASSOCIATES

PRESS RELEASE

## Alan Allman Associates announces its expansion into Portugal and Spain through the acquisition of WINNING consulting

**Issy-les-Moulineaux, November 20, 2023 – 8am** - Alan Allman Associates (Euronext Paris - FR0000062465 - the "Ecosystem" - AAA), an ecosystem of international consulting firms, announces its expansion into Portugal and Spain through the acquisition of management consulting firm winning consulting.

### **WINNING consulting joins Alan Allman Associates**

Founded in 2012, WINNING consulting brings a unique concept to the market: offering consulting services through scientific management models. The principle is to apply scientific methods to engineering, management and business administration. WINNING's 250 consultants offer their customers innovative, rigorous and value-creating solutions based on scientific methods, to help them boost their competitiveness in national and international markets. The consultants address their customers' main challenges: Management (strategic, innovation, project, change, operations), Controlling, Technology, Data Science Incentive Grants, Accounting and Taxation.

WINNING operates in a variety of sectors: consumer goods, financial services, public sector, telecommunications, services, transport & logistics and energy.

By 2023, WINNING consulting's projected annual sales are €13.5 million.

*"We are delighted to welcome the WINNING consulting teams to Alan Allman Associates. Their unique expertise in the consulting market will enable us to offer new know-how to our customers. This strategic acquisition strengthens our position in Europe. Together, we are better positioned to offer exceptional advice and create value in the European market. This acquisition also demonstrates our commitment to innovation, excellence and our shared vision of a prosperous future for our customers and our ecosystem,"* comments Jean-Marie Thual, Chairman and CEO of Alan Allman Associates.



*"We are proud to announce our integration into the Alan Allman Associates ecosystem. This opens up exciting new prospects for our team and our customers. By joining forces, we are accelerating our development and attractiveness, and expanding our influence in the European and global marketplace. Together, we are better equipped to meet future challenges and seize emerging opportunities. We look forward to winning together and achieving outstanding achievements in this new phase of our journey,"* comments Leandro F. Pereira, CEO of WINNING consulting.

### **Alan Allman Associates expands its European presence to Portugal and Spain**

After the Netherlands and Asia last September, Alan Allman Associates has strengthened its position in Europe with this latest acquisition. The Iberian peninsula has become a hub for start-ups and technology companies, offering a favorable ecosystem for innovation. It is experiencing significant growth in sectors such as information technology, tourism, renewable energies and pharmaceuticals, sectors in which Alan Allman Associates already possesses cutting-edge expertise. Alan Allman Associates is thus extending its presence in Lisbon, Porto, Madrid and Barcelona.

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This new transaction takes the form of the acquisition by Alan Allman Associates of 99,99 % of WINNING consulting's shares.

This acquisition was settled mainly in cash by Alan Allman Associates Portugal; with the remainder, representing 6 000 000 euros, settled by Alan Allman Associates in the form of 595 233 shares held in treasury by Alan Allman Associates.

The new shares will carry dividend rights and will be listed on Euronext Paris Compartiment B under the same ISIN code FR0000062465- AAA. Settlement and delivery of the new shares and their admission to trading on the Euronext Paris market are expected to take place on Wednesday November 22, 2023.

### **About Alan Allman Associates**

*Alan Allman Associates is an ecosystem of strong brands specializing in digital transformation, created in 2009 through acquisitions and internal performance development in the consulting world. With offices in Europe and North America, the Ecosystem maintains a network of dynamic, value-creating relationships in 4 areas: high-tech consulting, industrial transformation consulting, digital marketing consulting and strategy and management consulting. Alan Allman Associates has been awarded the Happy At Work label, ISO 9001 certification and an Ecovadis Gold Medal for its CSR performance.*

*Alan Allman Associates is listed on Compartment B of Euronext Paris (FR0000062465 - mnemonic AAA).*

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