



Press release

Paris, May, 15, 2017

Training & development

In a fast-changing market, the Cegos Group is building its investment capacity and rolling out a new training experience

The Cegos Group, a European and international leader in training and development, finished 2016 with consolidated revenue of €190 million, stable compared with 2015. EBITDA was €12.9 million (+€0.2 million).

Its business grew throughout 2016 in the French market, while its international performance varied by geographical area.

In 2017, the Group intends to speed up the creation and deployment of new solutions, focusing on Customers' and Learners' Experience.

Cegos consolidates its uncontested leadership in France

As announced in 2015 and 2016, Cegos has taken full advantage of the Reform of training and development that came into effect in France two years ago.

Responding to the requirements of the Reform in terms of effectiveness and access to training, Cegos generated **consolidated revenue of €120 million in France in 2016, an increase of 3% compared with 2015.**

This performance is the result of numerous actions implemented by Cegos in response to the new regulatory framework and changes in the training market:

- **For learners**, Cegos is developing its offer based on agile innovation and continuous improvement, with increasingly personalised solutions and pathways that combine digital and classroom-based learning, and training focusing on tangible issues with a measurable impact in the workplace.
- **For training commissioners** Cegos is focusing primarily on services and offering a wide range of solutions to measure and improve the performance of training investment.

At the international level, the Cegos Group generated **consolidated revenue of €70 million in 2016**, a fall of 5%:

- Although business contracted in some countries (Great Britain, Switzerland and Portugal), southern European countries saw an increase in revenue (Spain +6%; Italy +4%).
- Germany now represents over 20% of the Cegos Group's total revenue. The 2014 takeover of Integrata, Germany's leading training provider, has helped Cegos consolidate its leadership in Europe. The process of integrating the German leader into the Group continued in 2016, with numerous consolidation projects on digital learning, international projects and inter-company training.

In 2017, Cegos is focusing on its core business and enhancing its ability to invest

In line with the strategy drawn up in 2014, the Cegos Group is choosing to focus its development resources on its core business (training and consultancy).

Accordingly, in early 2017, Cegos transferred its psychological evaluation operations, based in Spain under the brand TEA Ediciones and in Portugal under Cegoc Portugal, to Hogrefe Publishing Group, a leading European company in the field.

This will allow the Cegos Group to concentrate its growth funding on three strategic priorities:

- **Continuing to drive consolidation in the training market.** In particular, this will mean developing the support we offer to large businesses running corporate training at the global level.
- **Supporting organisations' economic and professional transformation through tailor-made solutions and digital learning.** As a full-service partner, Cegos supports businesses at every stage of digitally transforming their training strategy.
- **Reinventing its customers' (commissioners and learners) experience by creating increasingly fluid and personalised pathways for them.**

As José Montes, CEO of the Cegos Group, explains:

"Digital technologies have transformed our relationship with customers, and especially their way of living, learning and 'consuming' training. The key question is knowing what experience we want and need to give them throughout their time with us, regardless of the situation: online, face-to-face, by telephone, etc. In other words: what is the impression we wish to make to show how we're different?"

To offer a distinct, value-generating customer and learner experience, we are implementing several practical, innovative projects for the entire Group:

- *The launch of a new collection of Learning Objects including new topics and learning formats;*
- *The arrival of a new generation of our Global Learning by Cegos® offering (short, blended, multilingual and performance-oriented training pathways in the company's main areas of activity),*
- *Accelerating our activities in virtual classrooms, which is growing strongly as a mode of delivery.*

These decisions are underpinned by a significant financial commitment, with three times our usual annual investment envelope."

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About the Cegos Group

Created in 1926, the Cegos Group is a worldwide leader in training and development. The Group now runs its own operations in 11 European, Asian and Latin American countries. It is also active in over 50 countries through its network of partners and distributors, which are all leading training providers and top-tier technology experts.

With 1,000 employees and more than 3,000 partner consultants, the Group trains 250,000 people around the globe every year and generates sales of €190 million.

Cegos deploys a global offering, including turnkey and tailored training and development, operational consultancy, Managed Training Services and international training projects. Its "blended learning" approach aims to provide the most suitable and competitive learner experience, by combining multiple learning formats (classroom training, e-learning modules, videoconferences, webcasts, e-training programmes and more).

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