



Press Release

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PwC Middle East enhances its digital, mobile and cloud services with strategic technology acquisition

- *PwC Middle East acquires NSI DMCC (www.nsigulf.com)*
- *Through the acquisition, PwC Middle East is set to lead the CRM market in the Middle East*
- *NSI is Salesforce's largest implementation partner in the Middle East*

DUBAI, United Arab Emirates, 28 November 2016 – PwC, one of the world's leading professional services firms with offices across the region, announced today that it has entered into an agreement to acquire NSI DMCC, an industry-pioneering technology consulting firm headquartered in Dubai.

The acquisition of NSI will complement PwC's digital transformation capabilities and enhance its ability to deliver innovative solutions across all channels, platforms and devices. The acquisition further enhances PwC Middle East's ability to deliver a suite of cross-industry, cloud-based front-office solutions to the marketplace.

Since 2010, NSI has helped organisations across the Middle East accelerate the adoption of cloud computing. With over 60 staff, NSI assists organisations by supplying experienced technology consultants, solution architects, developers, and project delivery personnel. NSI has forged a very successful working relationship with Salesforce.com, becoming Salesforce's largest implementation partner in the Middle East region.

Commenting on the announcement, Hani Ashkar, Territory Senior Partner at PwC Middle East said: "We're delighted to welcome NSI to PwC. Adding NSI means that we are now leaders in the important and growing customer experience market in the region; and this cannot come at a better time for us as we look to roll out the full suite of innovative solutions to solve some of our clients' most important problems and in doing so, help transform our region."

"Through this acquisition, we are now uniquely positioned to bridge the strategy to execution gap with innovative solutions that create measurable value for our clients, supported by our business transformation capabilities. PwC is

one of the largest Salesforce partners globally and this acquisition will help further cement PwC as the leading Salesforce Partner for businesses in the region.” **Ashkar ended.**

Ali Hosseini, CEO of NSI said:

“We are thrilled to be joining forces with PwC in the Middle East. NSI’s deep technology skills coupled with PwC’s scale and experience allow us to expand on our footprint to become the uncontested market leaders and deliver a stronger and more comprehensive digital and business transformation offering to the Middle East marketplace.”

With the acquisition of NSI, PwC Middle East will be able to offer:

- Digital transformation services
- Customer Experience and CRM solutions
- Cloud, web and mobile applications

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We’re a network of firms in 157 countries with more than 223,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

Established in the Middle East for 40 years, PwC has firms in Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, the Palestinian territories, Qatar, Saudi Arabia and the United Arab Emirates, with around 4,000 people. (www.pwc.com/me).

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.

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