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NEW YORK; April 26, 2022 – Accenture (NYSE: ACN) today announced that Accenture Interactive will now go to market as Accenture Song. The move reflects the company’s post-pandemic world-class services that reinvent customer connections, sales, commerce and marketing and business innovation to meet clients’ accelerated demand for business growth through sustained customer relevance at the ever-changing speed of life.

Building on Accenture’s longstanding culture of change, the name Accenture Song conveys an enduring and universal form of human craft, connection, inspiration, technical prowess and experience —unleashing the imagination and ideas of its people to deliver tangible results.

Accenture Song

“Accenture Song symbolizes the post pandemic growth journey we’re on with our clients,” said David Droga, CEO and creative chairman, Accenture Song. “Since its infancy, Accenture Interactive has helped clients build and grow their business by being experience-led. Today’s needs are strikingly different. To capture the next waves of growth, businesses now need to operate at the speed of life, perpetually demonstrating their relevance to their customers, their people and the world at-large.

We have the best talent in the business — people who will help shape the futures of many industries. Combining the forces of creativity and technology help us not only see problems differently, but also solve them with simplicity and scale. As Accenture Song, our opportunities are boundless, both for our clients and for our people,” added Droga.

Soon-to-be published research from Accenture Song found that nearly 90% of C-suite executives say that the current needs of customers and employees are changing faster than leaders can change their businesses, emphasizing the demand for new growth models.

“The pandemic fundamentally changed how B2C and B2B companies must engage with customers and employees; the speed at which they need to operate and innovate; and the opportunities to create new products, services and growth models,” said Julie Sweet, chair and chief executive officer, Accenture. “The companies that will lead in the next decade will undertake total enterprise reinvention, and Accenture Song is uniquely operating at the intersection of creativity, technology, intelligence and industry to help our clients reinvent connections and meaningful experiences, including in the metaverse continuum, sales, commerce, marketing and new business platforms. From idea to build to operate with strategic managed services, we are enabling our clients to access ideas, talent and results much faster.”

Accenture Song — which is projected to hit \$14 billion in revenue by the end of FY22 (August 31, 2022) — works with future-facing brands including Coinbase, General Mills’ Blue Buffalo and Shiseido. Additionally, Accenture Song is teaming with Capri Holdings, a global fashion, luxury group consisting of the iconic brands Versace, Jimmy Choo and Michael Kors to translate its rich in-store luxury

shopping experience to a digital experience that aligns with the unique desires of their customers and accelerate sustainable growth.

Accenture Song continues to be on the leading edge of harnessing the on-going technology revolution with its deep understanding of customers and enterprises to create new growth frontiers and opportunities. Most recently, it announced the Accenture Metaverse Continuum services — with deeply skilled professionals and market-leading capabilities to design, execute and operate clients' metaverse journeys.

Our more than 40 acquisitions from over the past decade will begin to go to market as Accenture Song to strengthen our synergies in product innovation, experience design, marketing and commerce. Droga5 will continue to operate under its own brand name.

About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services — all powered by the world's largest network of Advanced Technology and Intelligent Operations centers. Our 699,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. Visit us at [accenture.com](https://www.accenture.com).

Accenture Song accelerates growth and value for our clients through sustained customer relevance. Our capabilities span ideation to execution: growth, product and experience design; technology and experience platforms; creative, media and marketing strategy; and campaign, content and channel orchestration. With strong client relationships and deep industry expertise, we help our clients operate at the speed of life through the unlimited potential of imagination, technology and intelligence.

Forward-Looking Statements

Except for the historical information and discussions contained herein, statements in this news release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as “may,” “will,” “should,” “likely,” “anticipates,” “expects,” “intends,” “plans,” “projects,” “believes,” “estimates,” “positioned,” “outlook” and similar expressions are used to identify these forward-looking statements. These statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those expressed or implied. Many of the following risks, uncertainties and other factors identified below may be amplified by the invasion of Ukraine by Russia, the sanctions (including their duration), and other measures being imposed in response to this conflict, as well as any escalation or expansion of economic disruption or the conflict's current scope. These risks include, without limitation, risks that: Accenture's results of operations have been, and may in the future be, adversely affected by volatile, negative or uncertain economic and political conditions and the effects of these conditions on the company's clients' businesses and levels of business activity; Accenture faces legal, reputational and financial risks from any failure to protect client and/or company data from security incidents or cyberattacks; Accenture's business depends on generating and maintaining ongoing, profitable client demand for the company's services and solutions including through the adaptation and expansion of its services and solutions in response to ongoing changes in technology and offerings, and a significant reduction in such demand or an inability to respond to the evolving technological environment could materially affect the company's results of operations; if Accenture is unable to match people and skills with client demand around the world and attract and retain professionals with strong leadership skills, the company's business, the utilization rate of the company's professionals and the company's results of operations may be materially adversely affected; the COVID-19 pandemic has impacted Accenture's business and operations, and the extent to which it will continue to do so and its impact on the company's future financial results are uncertain; the markets in which Accenture operates are highly competitive, and Accenture might not be able to compete effectively; Accenture's ability to attract and retain business and employees may depend on its reputation in the marketplace; if Accenture does not successfully manage and develop its relationships with key alliance partners or fails to anticipate and establish new alliances in new technologies, the company's results of operations could be adversely affected; Accenture's profitability could materially suffer if the company is unable to obtain favorable pricing for its services and solutions, if the company is unable to remain competitive, if its cost-management strategies are unsuccessful or if it experiences delivery inefficiencies or fail to satisfy certain agreed-upon targets or specific service levels; changes in Accenture's level of taxes, as well as audits, investigations and tax proceedings, or changes in tax laws or in their interpretation or enforcement, could have a material adverse effect on the company's effective tax rate, results of operations, cash flows and financial condition; Accenture's results of operations could be materially adversely affected by fluctuations in foreign currency exchange rates; changes to accounting standards or in the estimates and assumptions Accenture makes in connection with the preparation of its consolidated financial statements could adversely affect its financial results; Accenture might be unable to access additional capital on favorable terms or at all and if the company raises equity capital, it may dilute its shareholders' ownership interest in the company; as a result of Accenture's geographically diverse operations and its growth strategy to continue to expand in its key markets around the world, the company is more susceptible to certain risks; if Accenture is unable to manage the organizational challenges associated with its size, the company might be unable to achieve its business objectives; Accenture might not be successful at acquiring, investing in or integrating businesses, entering into joint ventures or divesting businesses; Accenture's business could be materially adversely affected if the company incurs legal liability; Accenture's global operations expose the company to numerous and sometimes conflicting legal and regulatory requirements; Accenture's work with government clients

exposes the company to additional risks inherent in the government contracting environment; if Accenture is unable to protect or enforce its intellectual property rights or if Accenture's services or solutions infringe upon the intellectual property rights of others or the company loses its ability to utilize the intellectual property of others, its business could be adversely affected; Accenture's results of operations and share price could be adversely affected if it is unable to maintain effective internal controls; Accenture may be subject to criticism and negative publicity related to its incorporation in Ireland; as well as the risks, uncertainties and other factors discussed under the "Risk Factors" heading in Accenture plc's most recent Annual Report on Form 10-K and other documents filed with or furnished to the Securities and Exchange Commission. Statements in this news release speak only as of the date they were made, and Accenture undertakes no duty to update any forward-looking statements made in this news release or to conform such statements to actual results or changes in Accenture's expectations.

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Contact:

Tina Janczura
Accenture
+1 312 719 5608
tina.janczura@accenture.com