



## **Atos Group launches its corporate brand and rolls out an offbeat and assertive national campaign**

**Paris, France – April 27, 2026** – Atos Group, a global leader of AI-powered digital transformation, is entering a new phase of development following a period of profound transformation and the reorganization of its activities. In this context, the Group is launching its corporate brand and, for the first time, rolling out a national communications campaign in France. This initiative aims to support its repositioning, strengthen the clarity of its offering, support its commercial momentum and reaffirm its presence in the market.

### **A refocused and clearer organization**

Atos Group is now organized around two complementary brands:

- **Atos**, dedicated to IT services, from cloud to cybersecurity, applications, platforms, the digital workplace, data and AI as well as consulting
- **Eviden**, positioned on cybersecurity products, critical systems and AI-augmented video analytics

This structure responds to a strong market expectation: greater clarity and efficiency in a sector that has become more complex and more segmented. It also allows clients to more easily understand the Group's expertise and mobilize the capabilities best suited to their needs.

In an environment redefined by the acceleration of AI, cybersecurity imperatives and digital sovereignty issues, which are the three pillars of Atos Group's technological ambition, this clarification is a lever to strengthen the execution capacity and reliability of the Group's interventions.

At the same time, Atos Group is now asserting itself as a corporate brand, with its own visual identity and an institutional website launched on the occasion of the publication of the annual results: [atosgroup.com](https://atosgroup.com).

### **A signature to reflect the Group's positioning**

At the heart of this restructuring, Atos Group is adopting a new tagline: "Accelerating Intelligence". More than an element of identity, this signature reflects the role the Group aims to play in an environment marked by both rapid technological acceleration and growing instability.

It is based on the idea that performance now depends on the ability to mobilize and articulate different forms of intelligence, including human, collective and artificial, to inform decisions and support transformations.

This signature also echoes the central place of artificial intelligence in the Group's activities; its initials ("AI") are a direct reminder of this.

## A national campaign to support the repositioning

The campaign launched today in France is the Group's first public statement in its current configuration. It is part of a broader objective: to support its commercial revival and reinstall its brands in a demanding competitive environment.

It is based on a deliberately distinctive creative approach for a technological player, using humor and self-deprecation to address complex issues. In particular, the campaign hijacks an expression that is well anchored in the French collective imagination, "*Impossible is not French*", to convey a simple message: in an environment that is changing at high speed, adaptation and acceleration are no longer an option, especially when the company itself has just gone through a phase of profound transformation.

Deployed on a national scale, the campaign is based on a media system ranging from print to digital, in line with the launch of the new corporate website and the ongoing redesign of its brand platforms. This campaign was designed with the Babel agency for the creation, and with the **Biggie** agency for media deployment, as part of broader work to modernize the brand carried out with the Void agency, in charge of the Group's signature and websites, as well as the **Bear Ideas** agency for visual identity.

**Pénélope de Fouquières, chief communications officer of Atos Group, said:**  
*"It was important that our corporate brand now reflected our ambition and reflected the strategic momentum we have been building over the past year to return to a sustainable growth trajectory. With this campaign in France and a new signature, we are clearly asserting our identity: mobilizing all forms of intelligence to accelerate our customers' digital transformations in an increasingly critical and demanding environment."*

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## About Atos Group

[Atos Group](#) is a global leader in digital transformation with c. 59,000 employees and annual revenue of c. € 7.2 billion, operating in 61 countries under two brands — Atos for services and Eviden for products and systems. European number one in cybersecurity and cloud, Atos Group is committed to a secure and decarbonized future and provides tailored AI-powered, end-to-end solutions for all industries. Atos Group is the brand under which Atos SE (Societas Europaea) operates. Atos SE is listed on Euronext Paris.

The [purpose of Atos Group](#) is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

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