



## ICF Completes Acquisition of The Future Customer

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FAIRFAX, Va., Jan. 2, 2018 /PRNewswire/ -- [ICE](#) (NASDAQ: ICFI), the global consulting and digital services provider, announced today that it has completed the acquisition of London-based The Future Customer Limited, a leading boutique loyalty strategy and marketing company. The acquisition extends [ICE Olson's](#) successful [loyalty business](#) to Europe.

The Future Customer's leadership team includes the originators of Tesco Clubcard, one of the U.K.'s most successful retail loyalty program. Since its establishment in 2012, The Future Customer has developed international loyalty strategies in retail, media, mobile, energy and health. The company harnesses customer insight to grow brand affiliation and advocacy while improving marketing efficiency and profitability.

Read more about [the acquisition](#) and ICF's [customer loyalty products and services](#).

### **About ICF**

*ICF (NASDAQ:ICFI) is a global consulting services company with over 5,000 specialized experts, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future. Learn more at [icf.com](#).*

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