



## ICF to Acquire The Future Customer

December 14, 2017

### Tuck-in Acquisition to Extend ICF Olson's Successful Loyalty Business to Europe

FAIRFAX, Va., Dec. 14, 2017 /PRNewswire/ -- [ICF](#) (NASDAQ: ICFI), the global consulting and digital services provider, announced today that it will acquire London-based [The Future Customer](#) Limited, a leading boutique loyalty strategy and marketing company. The Future Customer will operate as part of [ICF Olson's 1-to-1 loyalty practice](#), which was named a Leader in The Forrester Wave™: Customer Loyalty Solutions, Q3 2017, the highest distinction in that category.

"The acquisition of The Future Customer is an excellent fit with our successful loyalty and customer relationship marketing practice, which currently works for global brands including Wyndham, Hyatt, Luxottica and Citi in the United States and represents a growing and visible revenue source for ICF," said [Sudhakar Kesavan](#), ICF's Chief Executive Officer. "The Future Customer team includes some of the loyalty industry's top strategic thinkers and architects who have developed progressive loyalty strategies in Europe for clients in retail, media, mobile, energy and health. We look forward to leveraging their capabilities to extend our work for existing clients into Europe and beyond and to build new relationships."

"We focus on engineering and strengthening the bonds between brands and the customers who define their commercial future," said Grant Harrison, Chief Executive Officer of The Future Customer, which has about 25 employees. "This is an excellent opportunity to combine our design thinking with ICF Olson's formidable strengths in technology and creative communications to offer a best-in-class service to clients."

The acquisition is expected to close around the end of the year. Financial terms were not disclosed.

Read more about ICF's view on the [future of customer loyalty](#) and its [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](#).*

#### About The Future Customer

*The Future Customer is a London-based team of thinkers, designers and practitioners with a proven record of building successful customer loyalty strategies. Since creating Tesco Clubcard, the partners of The Future Customer have helped brands unlock the potential value of their customers. The outcomes are transformative and measurable - incremental revenue, improved net promoter score (NPS), higher retention, increased engagement and enhanced brand affiliation.*

#### Caution Concerning Forward-looking Statements

*Statements that are not historical facts and involve known and unknown risks and uncertainties are "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements may concern our current expectations about our future results, plans, operations and prospects and involve certain risks, including those related to the government contracting industry generally; our particular business, including our dependence on contracts with U.S. federal government agencies; and our ability to acquire and successfully integrate businesses. These and other factors that could cause our actual results to differ from those indicated in forward-looking statements are included in the "Risk Factors" section of our securities filings with the Securities and Exchange Commission. The forward-looking statements included herein are only made as of the date hereof, and we specifically disclaim any obligation to update these statements in the future.*

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