

KEYES

DIGITAL SOLUTIONS

PRESS RELEASE

The NRB Group becomes KEYES and strengthens its position as a leading digital player in Belgium

The NRB Group has reached a major milestone in its development and is rebranding as KEYES. This transformation comes at a time when organisations' digital needs in the areas of cybersecurity, cloud computing, data and artificial intelligence are growing rapidly, and IT environments are becoming increasingly complex. Objective: to combine business and sector-specific expertise, strengthen synergies and offer a clearer, more effective approach capable of supporting the increasingly strategic projects of private and public organisations in Belgium and across Europe

A name change to reflect a change in scale

Under the KEYES banner, the group brings together NRB, Win, Computerland, TrasyS and Trigone, whilst retaining strong sector-specific brands such as Zorgi, Cevi, Civadis and Prodata Systems. This development affects nearly 3,700 employees and represents a consolidated turnover of €645 million in 2025



“For several decades, the group’s various entities have continually evolved to anticipate their customers’ expectations and adapt to ever-faster and more complex technological and societal changes. Evolution is in our DNA. Over time, this dynamic has enabled us to bring together complementary expertise and committed teams capable of meeting these challenges. Each entity has contributed, through its specialisation, culture and vision, to making the group a leading player in the digital sector. KEYES was born out of this strong desire to give the group a shared direction and to turn this diversity into a driver of growth and sustainable performance.”

LAURENCE MATHIEU, CEO OF KEYES

KEYES has adopted an ambitious strategic plan aimed at accelerating its growth and strengthening its position in the Belgian and European markets. Across all the group's entities, KEYES is targeting growth of 28% to reach a turnover of more than €900 million by 2029. This ambition will be achieved step by step. By capitalising on its long-standing expertise whilst making targeted investments in strategic areas, KEYES will further enhance its agility, efficiency and ability to operate within an ecosystem, and will continue to position itself as a major player in digital sovereignty.

Targets for 2029:



This growth trajectory is underpinned by targeted investments in:

- Digital sovereignty
- Data centres
- Cybersecurity
- The cloud
- Artificial intelligence
- Skills development for our teams

“Today, against a backdrop of increasingly complex and rapid digital transformation, organisations are seeking partners capable of combining a global strategic vision, digital sovereignty, cutting-edge expertise, and robust, resilient infrastructure. By offering a comprehensive, coherent, end-to-end solution, KEYES addresses every aspect of this structural shift in the market and reflects our position as a key player capable of meeting the major digital challenges of our time.”

LAURENCE MATHIEU, CEO OF KEYES



“With KEYES, we are now bringing together the full range of our sector-specific and functional expertise under a single banner. For our clients, this offers a twofold benefit: maintaining proximity, agility and in-depth understanding of their challenges, whilst gaining access to the strength of an integrated group, robust infrastructure and a confident approach. This is a pivotal step that clearly strengthens our market position.”

**ARNAUD SPIRLET,
CHIEF BUSINESS OFFICER OF KEYES**



- “The creation of KEYES is part of the Ethias Group’s vision to build, in Belgium, robust and complementary ecosystems serving citizens, and a resilient and sovereign society. This development illustrates the group’s collective strength and its commitment to making a tangible and lasting impact, by combining performance, innovation and local roots for the benefit of all private and public stakeholders.”

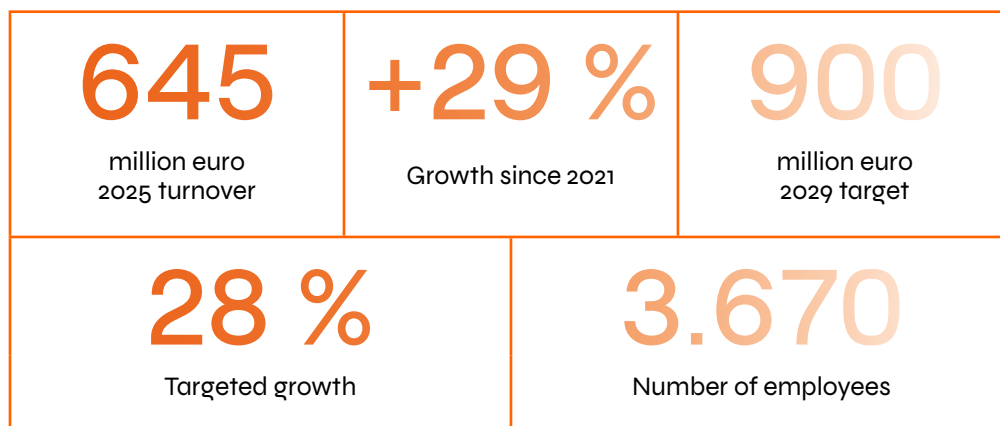
**PHILIPPE LALLEMAND,
CHAIRMAN OF THE BOARD OF KEYES AND
CEO OF THE ETHIAS GROUP**



KEYES offers an integrated service and a unique end-to-end approach

KEYES now brings together a unique range of expertise: critical infrastructure protection, cybersecurity, artificial intelligence, data sovereignty, connectivity... Backed by our majority shareholder Ethias, our ambition is to play an active role in building a more resilient and sustainable society. Our success and our impact are, above all, the result of the commitment of the men and women who make up our teams, their skills, their energy, their professionalism and their team spirit. Together with them, at the heart of today's technological challenges, KEYES is already writing the next chapters of its history.

KEYES IN FIGURES



Discover
our new brand

FURTHER INFORMATION

Attached to this press release, you will find

- KEYES – What our new brand stands for
- OUR BUSINESS UNITS – Who are they?
- OUR CORE BUSINESS – 7 solutions and 4 sectors
- OUR HISTORY – 40 years of growth
- Logo and images to download



KEYES

As a committed player in the digital ecosystem, KEYES supports private and public organisations in Belgium and across Europe with their digital transformation. The group designs and deploys comprehensive, sovereign solutions that drive performance, agility and resilience. Operating in key sectors such as healthcare, the public sector, large organisations and SMEs, KEYES draws on a wide range of expertise. Its offering covers the entire IT value chain, from infrastructure to data and artificial intelligence, including the cloud, cybersecurity, business software, consulting and advisory services. Guided by its clients' business challenges and the pursuit of sustainable value, KEYES places people at the heart of its approach. Its mission: to make technology useful, accessible and responsible, serving society.

PRESS CONTACT

Pierre Soleil

Head Of Communication

0479 88 51 30 | pierre.soleil@keyes.eu

PART OF ETHIAS

KEYES is part of the Ethias Group, which has been a leading player in Belgium for over a century. Together, we have more than 5,500 employees and make a significant contribution to addressing the social challenges of our time and to the economic vitality of our country.

KEYES

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PRESS RELEASE

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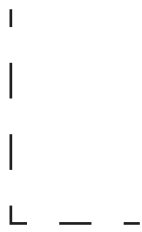
ANNEXES

FURTHER INFORMATION

A shared ambition

KEYES represents our joint initiative to combine our strengths and talents to accelerate the digital transformation of our company and our clients. It symbolises a shared commitment to moving forward, taking action and bringing our vision to life.

An initial letter that defines our identity, symbolising our positive and technical approach to the profession



A central Y-shape, symbolising connection and openness



KEYES

KEYES is pronounced like the English word 'keys'.

Its phonetic transcription is /ki•z/







Derived from the combination of 'key' and 'eyes', this new name incorporates an external perspective. To define this direction, we worked closely with the agency Minale Design Strategy. Their work has enabled us to translate this vision into a clear, consistent identity that remains true to the group's reality: that of an expert, committed, human and responsible player. KEYES embodies this balance between pragmatism and accessibility, between technological rigour and the human dimension. It expresses our ability to support change in order to shape the future. It reflects the mindset that enables us to anticipate needs, build bridges between technologies and people, and offer innovative and sustainable solutions to drive digital transformation

A brand is built on lived experience, through hands-on practice. It stems from listening: listening to employees, understanding existing strengths, identifying areas for attention, grasping expectations, whilst taking external perceptions into account. To define this path, we carried out this work in close collaboration with the agency Minale Design Strategy. Their work enabled us to translate this thinking into a clear, consistent identity that remains true to the reality of the group: that of an expert, committed, human and responsible player. KEYES embodies this balance between pragmatism and accessibility, between technological rigour and the human dimension.

Our entities

They have become KEYES

	<ul style="list-style-type: none"> → Location: Namur → Staff: 145 → Areas of expertise: Connectivity, telecoms and comprehensive support for the digital transformation of SMEs and local public sector organisations 	<h2>KEYES</h2>
	<ul style="list-style-type: none"> → Locations: Alleur, Jumet and Luxembourg. → Employees: 152 → Expertise: Provision of “one-stop-shop” IT services based on the Microsoft ecosystem 	
	<ul style="list-style-type: none"> → Location: Paris → Staff: 80 → Areas of expertise: Complex migrations, large-scale IBM systems and the z/OS environment 	
	<ul style="list-style-type: none"> → Location: Greece → Employees: 521 → Expertise: Partnering with international organisations on their digital transformation 	



They are part of the KEYES group but retain their own brand names



A leading provider of IT solutions for the healthcare sector, ZORGI supports hospitals through their digital transformation process.



Active in the digital transformation of local public administrations in Wallonia and Brussels.



Specialising in the automation of local public authorities in Flanders.



An IT integrator specialising in networks, cybersecurity and critical IT infrastructure.

Our Core Business

KEYES covers the entire IT value chain

KEYES offers an integrated, end-to-end solution that covers all of an organisation's technological needs across seven key areas of expertise:



KEYES operates in four main sectors

Large organisations

KEYES supports large enterprises in their large-scale transformations: system modernisation, critical data management, infrastructure security and operational optimisation.

SMEs

KEYES makes digital transformation accessible to small and medium-sized enterprises through tailored solutions, hands-on support and a pragmatic, results-oriented approach.

Healthcare stakeholders

The group develops solutions designed to secure medical data, improve the coordination of care and enhance access to healthcare services, through an approach that combines innovation and ethics.

Local authorities

The group supports public authorities in their digital transformation, offering solutions designed to improve service efficiency, transparency and the citizen experience.

Our history

Evolution has been at the heart of the group's DNA since its inception.

Driven by a desire to address its clients' business challenges, the group has developed a strategy of targeted acquisitions, enabling it to gradually bring together complementary areas of expertise.

Through its specialisation and culture, each entity has contributed to building a unique digital player in Belgium.

Key milestones in the Group's development

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- 1969 Founding of Civadis
 - 1971 Founding of Cevi
 - 1975 Founding of Trasys International
 - 1980 Founding of Computerland
 - 1987 Founding of Trigone
 - 1987 Founding of NRB
 - 1988 Founding of Win
 - 1990 Founding of Prodata Systems
 - 2002 Founding of Zorgi
 - 2015 Acquisition of Trasys Group by the NRB Group
 - 2018 Founding of Ink Consulting
 - 2020 Computerland, Trigone and Prodata Systems join the NRB Group
 - 2022 Ink Consulting joins the NRB Group
 - 2023 Win joins the NRB Group
 - 2025 Integration of Ink Consulting into the NRB Group
 - 2026 Prodata Systems joins the NRB Group
 - 2026 Launch of KEYES

The most important phases in the composition of the group

Investing, building, expanding

Since the 1990s, the group has been strengthening one of its strategic pillars: robust and secure infrastructure combined with solid expertise in hosting.

In Herstal, near Liège, our facilities have been expanding at a steady pace, notably through the successive construction of three data centres to meet our customers' growing demands for performance and continuity.

A pioneer in data sovereignty and security, our group established a disaster recovery site in Villers-le-Bouillet in 2011, meeting the most demanding standards. The result of a partnership with the Wallonia Data Centre (WDC), this facility is operated and developed by Win.

In 2018, a new data centre was inaugurated at the Villers site, the result of a strategic partnership with the ETIX Group.

In a geopolitical context where state resilience and digital sovereignty are top priorities, these historic decisions are now proving their worth.

They make KEYES a partner of choice, capable of providing long-term support to businesses and institutions and addressing their most critical challenges.

Structuring and growth

Since 2005, we have become the go-to technology partner for numerous private and public organisations. Our majority investments in Cévi (2010) and then CIVADIS (2013), two companies specialising in the needs of the public sector, have established us as a leader in digital services for public administrations in Wallonia and Flanders.

It is this same logic of consolidation that has driven us to better serve the healthcare sector. Since 2020, ZORGI has brought together our teams specifically dedicated to the digitalisation of healthcare institutions.

Over the past two decades, KEYES has significantly expanded the scope of its expertise: infrastructure, application development, integration, support... with ever-increasing standards. Thus, the integration of Trasys (2017) made us one of the leading players in digital transformation in Europe, operating in complex environments and counting European institutions and major private groups among its clients.

In the 2020s, the successive equity investments in Computerland, Prodata Systems, Trigone, Win and Ink Consulting are part of this same ambition. They extend KEYES' presence within the SME and local authority sectors and further strengthen the complementarity of our expertise.

At the heart of today's challenges

The operation and protection of critical infrastructure, cybersecurity, artificial intelligence, data sovereignty... KEYES now brings together a unique range of expertise. Backed by our majority shareholder Ethias, our ambition is to play an active role in building a stronger, more resilient and more sustainable society.



KEYES is part of Ethias, a trusted name for **over a century**, combining **stability**, **security** and **long-term vision**, while actively contributing to the **Belgian society**.