

Mphasis Acquired Blink UX - a User Experience Research, Strategy, and Design firm

Synergies in evidence-driven design with design thinking, DesignOps, agile user research, multimodal experiences, and conversational user interfaces



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- Blink boosts Mphasis' Experience competencies with end-to-end capabilities in User Experience Research, Strategy, Design, and Implementation
- Blink brings a marquee client list in technology and consumer industries; with an average ~10-year relationship; strong synergy potential for Hi-Tech vertical
- Accretive acquisition:
 - Revenue/ Growth accretive:
 - Blink has been growing at over 40% CAGR in the past three years
 - Strong market synergies from an increased total addressable market in Mphasis direct accounts
 - Leadership accretive: Blink's leadership team will further strengthen the Mphasis org

[Mphasis](#) Limited (BSE: 526299; NSE: MPHASIS), an information technology (IT) solutions provider specializing in [cloud](#) and [cognitive](#) services, it's acquired [Blink UX \(https://blinkux.com\)](https://blinkux.com), a User Experience research, strategy, and design firm that works with some of the world's leading enterprises to create transformative digital products, brands, and experiences. Headquartered in Seattle, with over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco. Founded

in 2000, Blink has over two decades of expertise using its Evidence-driven Design SM process to define digital user experiences for clients.

“Customer centricity is foundational to Mphasis and is reflected in Mphasis’ Front2Back™ Transformation approach. The acquisition of Blink, consistent with our M&A focus, is at the forefront of providing well-researched design and high-impact digital experiences to our clients and their end customers,” said **Nitin Rakesh, CEO and Executive Director, Mphasis**. He also added “The Total Addressable Market for the upstream user research, strategy and design is growing 25-30% p.a. i.e., 4-5x the overall IT Services market. There is a significantly increased focus on customer/user-centered design in the current environment. The synergy opportunity set will revolve around Product, Experience & Service design, as well as the end-to-end implementation services across the spectrum of clients & industries we serve together.”

“Designing products that people use, love, and remember is always our mission. Understanding user behavior, through qualitative research is the foundation of our product strategy and [experience design](#) work. Knowing what motivates a product’s customers, including their context of use, mental model, needs, and opportunities, allows us to design experiences that are intuitive, innovative, useful, and usable. Designing products that meet user needs, and are friction-free, is how we delight customers and enrich their lives through technology. We are so thrilled to now have Mphasis’ engineering skills as part of our core, providing end-to-end services for our clients and following our designs through to launch” said **Blink CEO, Karen Clark Cole**.

Safe Harbor:

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, revenue, and profits, our ability to generate and manage growth, intense competition in IT services, wage increases in India, our ability to attract and retain highly skilled professionals, our ability to manage our international operations, reduced demand for technology in our key focus areas, withdrawal of fiscal governmental incentives, political instability, war, legal restrictions on raising capital or acquiring companies, and general economic conditions affecting our business and industry. We may, from time to time, make additional written and oral forward-looking statements. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.

About Mphasis

Mphasis(BSE: 526299; NSE: MPHASIS), applies [next-generation technology](#) to help enterprises transform businesses globally. Customer centricity is foundational to Mphasis and is reflected in Mphasis’ Front2Back™ Transformation approach. Front2Back™ uses the exponential power of the cloud and cognitive to provide hyper-personalized (C=X2C2 TM=1) digital experiences to clients and

their end customers. [Mphasis' Service Transformation](#) approach helps 'shrink the core' through the application of digital technologies across legacy environments within an enterprise, enabling businesses to stay ahead in a changing world. Mphasis on core reference architectures and tools, speed, and innovation with domain expertise and specialization are key to building strong relationships with marquee clients.

About Blink UX

Blink is a User Experience strategy, research, and design firm that works with leading brands to create meaningful digital products that people use, love, and remember. With studios in Austin, Boston, San Diego, San Francisco, and Seattle, Blink brings two decades of experience using our evidence-driven design process to projects for clients such as Amazon, Microsoft, NASA, and Starbucks. Learn more at <https://blinkux.com>.

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