

ASX Announcement

1 July 2021

IPH expands digital and trade mark capability with acquisition of Applied Marks

- IPH acquires leading online automated trade mark platform, Applied Marks
- Strengthens IPH's position in automated IP services and enhances digital strategy
- Upfront consideration of \$5m with potential further \$2.1m subject to performance requirements

IPH Limited (**IPH**), Asia Pacific's leading intellectual property (IP) services group, has accelerated its digital enablement strategy and strengthened its position in the local Australian trade marks services market with the acquisition of Applied Marks Pty Ltd.

Applied Marks is a leading Australian online automated trade mark application platform, also providing automated registration and intelligence services relating to companies and domain names, both directly to customers and through channel partners.

Founded in 2008, Applied Marks is the number 4 filer in the Australian trade mark market representing approximately 4.5-5.0 per cent of the market¹, with a focus on the retail market.

Under the transaction IPH will acquire Applied Marks which will continue to operate its existing platforms, whilst it is also expected to extend into other jurisdictions. The resources and technology acquired as part of the transaction will also contribute to a new Digital Services function within the IPH Group.

IPH CEO, Dr Andrew Blattman, said: "The acquisition of Applied Marks accelerates our digital capability while allowing us to address an expanded market.

"It bolsters our ability to participate in the online automated IP services space, and will support us to evolve our traditional trade mark offering in line with the changing market.

"Over time we expect to harness this digital expertise in related areas of IP and use those tools to support a more seamless interaction amongst providers, clients and regulatory authorities to generate further efficiencies for our teams and our clients across the regions in which we operate," he said.

¹ Market share calculated on total filings from top 50 agents.

Ben Lehman, one of the co-founders of Applied Marks and new Head of Digital Services for IPH said: "We are delighted to join the IPH Group. We have recognised the strength and scope of the IPH Group network and the Company's success in integrating new businesses. We look forward to being part of the leading IP services group in the region.

"Our offering is a strong complement to IPH's existing businesses, and we look forward to leveraging our digital capability to enhance the IPH service offering across other areas of IP," he said.

Under the transaction IPH will pay an upfront cash consideration of \$5m. In addition, consideration of up to a further \$2.1m will be payable two years after transaction completion in the form of IPH shares, escrowed for a period of two years, subject to achievement of a number of minimum performance requirements. An Appendix 3B for the proposed issue of shares will be announced separately.

The contribution to Group EBITDA in FY22 is not expected to be material.

The transaction will complete today.

For more information, please contact:

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Authorised for release to ASX by:

The Company Secretary

About IPH Limited

IPH is the Asia Pacific's leading intellectual property services group, comprising a network of member firms working in eight IP jurisdictions and servicing more than 25 countries. The group includes leading IP firms AJ Park, Griffith Hack, Pizeys, Shelston IP and Spruson & Ferguson, and the autonomous timekeeping business, WiseTime, and employs more than 900 people working in Australia, China, Hong Kong SAR, Indonesia, Malaysia, New Zealand, Singapore and Thailand.