



WELLCOM GROUP ACQUIRES BRANDSYSTEMS

3 SEPTEMBER 2018

Wellcom Group Limited (Wellcom) (ASX: WLL), is a leading global creative production and marketing services company, today completed the acquisition of the business and selected assets and liabilities of BrandSystems International Pte Ltd (Brandsystems), for a consideration of \$4.0m.

Brandsystems Marcom Manager is an MRM (Marketing Resource Management) system that allows the marketing departments of large and mid-sized companies to plan, budget, manage and analyse their entire global marketing efforts. The technology is recognised as a 'Visionary' in the Gartner MRM Magic Quadrant.

Wellcom has partnered with Brandsystems since April 2015, with the MRM module forming a component of Wellcom's Knowledgewell technology suite.

In commenting on the acquisition, Mr Wayne Sidwell, Chairman of the Wellcom Group said, "The acquisition of Brandsystems further strengthens Wellcom's technology offering, providing an end to end solution for businesses to plan, budget, execute, store and analyse their marketing efforts, and allowing marketing departments to work faster, cheaper and smarter."

Mr Peter Svahn, Chief Executive Officer of Brandsystems, said "we have experienced strong demand for our MRM technology over the past three years. Joining Wellcom will allow us to continue this journey, and move to the next phase of growth."

The acquisition, will be funded by a combination of cash reserves and debt finance, and after transaction and integration costs is expected to be EPS accretive in FY19.

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