

Data#3

# Acquisition of Business Aspect

## *Investor Briefing*

John Grant – Managing Director Data#3

Dave Lennon – Managing Partner Business Aspect

**DATA#3 LIMITED (DTL)**

**BUSINESS  
ASPECT**



<http://www.businessaspect.com.au>

- Founded in 2005 as a business and technology consulting firm
- Over 70 consultants providing consulting services to customers around Australia
- Strategy, Risk & Continuity, Architecture, and Planning & Execution
- FY14 revenue of ~\$14m and EBTDA \$1.3m
- Continues the strategic expansion of Data#3's services and 'apps' capability

# Rationale

- Customers needing help as they transition to Hybrid IT and 'apps' centric environment
  - Business reengineering & transformation
  - Outsourcing and contestability
  - Technology enabled innovation
  - Advanced technology adoption (mobility, cloud, big data)
  - Compliance security and management
- Data#3 needs stronger positioning to address this opportunity

# Rationale

- Business Aspect brings
  - Skills, experience, reputation and track record
  - Customer access via panel contracts, preferred supplier agreements
  - Growth via sustainable business model
  - Front end to Data#3's offerings
- + Revenue and profit

# Transaction details

- \$6m in cash on completion funded from working capital and current credit lines
- \$2m in shares in DTL at 7 day VWAP prior to announcement provided EBTDA targets for FY15 and FY16 met (\$1.6m and \$1.87m)
- 2 year earn-out rise and fall on EBTDA targets capped at rise of \$3m cash and \$1m shares and fall of \$2m in shares
- Immediately EPS accretive

# Ongoing operations

- Operate with autonomy but in best interests of Data#3
- Continuing partners will operate led by managing partner Dave Lennon
- John Grant appointed as director and will join Business Aspect management team
- Dave Lennon will join Data#3 management team
- Cross sales model to be implemented across all locations

# Summary

- Opportunity to enter a different sector of the services market at scale and with an impact
- Experienced resources into a diverse range of industries split equally across public and commercial sectors
- Services provided are complementary to and an extension of Data#3's services aimed at the 'C' level within organisations
- Able to leverage Data#3's market coverage
- Incentivised and growth oriented deal structure

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