



SMS Management & Technology
Level 41, 140 William Street
Melbourne VIC 3000 Australia
T + 61 3 9696 9700
F + 61 3 9696 9744
www.smsmt.com

Adelaide
Brisbane
Canberra
Melbourne
Sydney



MEDIA RELEASE

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SMS Management & Technology (SMS) acquires Sydney based data management consultancy Pelion

SMS Management & Technology (SMS) today announced the acquisition of Pelion Group Pty Limited (Pelion), a specialist provider of data management services. Pelion will add \$6m in revenue to the SMS business. The business was acquired for three times historical earnings with two thirds of the purchase price subject to performance over the next three years.

Pelion provides services including Information Management, Performance Management and Business Intelligence services, ranging from strategic business consulting and technical implementation to comprehensive support and managed services.

Key benefits of the acquisition include:

- Extends the SMS Data Management practice in Sydney
- Increases capability to meet the needs of SMS clients in the growing area of business intelligence and information management
- Access to Pelion's deep domain knowledge and well developed Intellectual Property
- Establishes new client relationships in key sectors such as Financial Services, Government, Manufacturing, Pharmaceuticals and Transport and Logistics
- Leveraging Pelion's solid market reputation established over 8 years will further strengthen the SMS NSW business

SMS CEO Tom Stianos said,

'I am delighted that Pelion is joining the SMS team, we have already partnered with them on several projects and I am confident of the synergy benefits and cultural fit. Pelion brings us another specialist practice with consistent revenues and a growing number of annuity contracts'.

Commenting on the acquisition, Pelion Managing Director David Ertle said,

'The decision to join SMS with their strong balance sheet and large customer base was an easy one for us to make. We believe SMS will help us to achieve our goals of excellence in service delivery, accelerate our growth and provide additional complementary services to our clients. It will also expand the career opportunities for our staff'.

David Ertle will head up the Data Management Practice in NSW to further develop and grow the acquired capability.

The business will be integrated over the next 3 months and will be EPS accretive from 1 July 2009.



For further information please contact:

Matthew Kaufman, Media Relations
SMS Management & Technology
mkaufman@smsmt.com
+61 (0)3 9674 3337
+61 (0)419 008 401

About SMS

SMS Management & Technology (SMS) [ASX:SMX] is Australia's leading consulting, technology and systems integration company employing over 1,200 professionals. Established in 1986, SMS is best known for delivery excellence. SMS helps its clients improve their business performance through the implementation of strategy and the delivery of business and technology projects. Industry expertise spans the financial services, ICT, government, defence, health, utilities, mining, gaming and infrastructure sectors.
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