



The Johnsons Report is a quarterly release designed to provide market intelligence on recently transacted mergers and acquisitions involving companies within the private sector. Its purpose is to give the reader insight into broad M&A activity across the market and within various industry segments.

Industrial Products & Services



FLUIDRA ACQUIRES PRICECHEMICALS IN AUSTRALIA

Deal Size: \$10M

March 2015 - Spanish listed company Fluidra recently announced its acquisition of Australian company Price Chemicals. Fluidra is committed to the development of sustainable water-use products and applications, and has had a presence in Australia for several years through Austral Pool Australia. With Price Chemicals being a leading supplier of water care products for the pool industry in Australia, this move will enable Fluidra to add a range of high quality chemical water care products to its portfolio. Fluidra's CEO Eloi Planes considers the acquisition of Price Chemicals an important move for growth, one that will strengthen its market position.

Source: [Fluidra Press Release](#)



NEXUS LEAF AUDIO ACQUIRED BY CONTROL4

Deal Size: \$US9M

February 2015 - Control4, provider of customised home automation and control solutions, recently acquired Nexus Technologies (Leaf Audio), an Australian-based provider of audio/visual (AV) distribution systems that enable the sharing of AV content throughout homes and other buildings. Control4 has previously sold products by Leaf through its networks, and now considers that it will be able to offer an even wider range of Leaf's AV systems to its distribution partners. Connect4 is committed to providing dealers and end-users with the best products on the market, and looks forward to utilising Leaf's pool of engineering talent to develop yet more smart entertainment solutions for clients.

Source: [Control4 Press Release](#)



ACQUISITION OF CRIMS SAFE BY OCEANIA CAPITAL PARTNERS

Deal Size: \$30M

April 2015 - Investment Company Oceania Capital Partners recently announced that a 97%-held subsidiary (OCP Sub) would be acquiring 100% of the Crimsafe Group – leading supplier of security products and solutions in Australia. With Crimsafe being considered the strongest on the

market in its product category, executives at OCP are delighted to be associated with a business of Crimsafe's calibre and strength, and look forward to building on its success and commitment to excellence. Meanwhile, Crimsafe's founders have stated they are pleased to hand over stewardship to OCP, and have confidence the arrangement will go from strength to strength into the future.

Source: [Oceania Capital Blog](#)



INTERTEK ACQUIRES AIS INSPECTION COMPANY

Deal Size: \$12M

February 2015 - Intertek Group, leading supplier of quality solutions for multiple industries, recently announced its acquisition of Adelaide Inspection Services (AIS) Pty Ltd. Intertek's services include industrial inspection, testing, quality assurance and certification, while AIS is a provider of NDT (Non-Destructive Testing) – essentially a system of detecting flaws in components without service disruption, used predominantly in the energy production sector. Intertek considers that this acquisition will complement its existing suite of services and expand its capabilities, and will lead to customers being able to rely on a single provider for their industrial inspection and asset integrity management needs.

Source: [Intertek News Release](#)



UFPI SUBSIDIARY BUYS INTEGRA PACKAGING

Deal Size: \$15M

January 2015 - US-based company UFPI (Universal Forest Products Inc.) recently announced its subsidiary's acquisition of Integra Packaging – an Australian-based producer and distributor of wood specialty packaging solutions for a variety of industries. Management at UFPI, a leading provider of wood and wood-alternative products, sees this acquisition as an opportunity to grow and expand into new international markets, with CEO Matthew J. Missard stating that big things are expected from partnering up with Integra.

Integra's management considers this \$15m deal a great chance to expand in Australia and beyond, and the company is eager to be a part of UFPI's growth and success.

Source: [UFPI Press Release](#)



CENTRAL WEST GOLD

CENTRAL WEST GOLD ACQUIRES HARVEST CHAMPION

Deal Size: \$23M

February 2015 - Australian mining company Central West Gold (CWG) announced it would be acquiring the Hong Kong-incorporated green technology business Harvest Champion Limited in a share-purchase agreement. With this transaction, CWG will shift focus to the development of green technologies and waste management solutions, and change its name to China Waste Corporation Limited. Harvest Champion is involved in obtaining licences and rights to proven green and waste technologies with potential in the Chinese market. CWG management considers this acquisition will provide an opportunity to transform the industry, and provide potential for future growth.

Source: [Industry News Release](#)

Internet / E-Commerce



BAUER MEDIA GROUP ACQUIRES BEAUTY HEAVEN GROUP

Deal size: Undisclosed

February 2015 - Australia's leading print magazine publisher, Bauer Media, recently acquired Beauty Heaven Group for an undisclosed sum. Bauer's CEO David Goodchild considers this move will assist Bauer to achieve its aim of becoming the top digital destination for Australian women, and provide opportunities for advertising partnerships and growth. The Beauty Heaven Group is a successful social beauty network that offers up-to-date expert advice, product information and shopping directories, and has a very engaged audience. Beauty Heaven founder Jackie Maxted says she is looking forward to working with Bauer to continue with the growth of the business.

Source: [Industry News Release](#)



ONEFLARE BUYS REVIEWS WEBSITE WOMO.COM.AU

**A Johnsons Corporate Client
Deal size: Undisclosed**

February 2015 - Oneflare announced in February that it has acquired WOMO (Word Of Mouth Online), for an undisclosed sum. Oneflare is Australia's fastest-growing trusted source for linking

local services and trades with customers, with the aim of becoming the most trusted source. WOMO is Australia's largest customer reviews site, with the company having experienced significant growth over the last four years. This acquisition looks set to benefit both parties – in strengthening Oneflare's online presence and platform further still, and in enabling WOMO to utilise Oneflow's resources to build a broader database of customer reviews.

Source: [Company Press Release](#)



BEAUTY HEALTH GROUP TO ACQUIRE TOPBETTA

Deal size: \$6M

March 2015 - Beauty Health Group (ASX:BHG) recently announced its proposal to acquire the social gaming & wagering platform TopBetta for \$6m, and in addition to undertake to raise capital of \$5m. TopBetta is an award-winning new style of betting platform, where participants compete against each other in racing tournaments and sports as opposed to competing against a bookie. The platform also provides opportunities for participants to compete and win prizes in 'free-to-play' tournaments. In undertaking this acquisition, Beauty Health Group will also apply for re-quotations of its shares on the Australian Stock Exchange.

Source: [ASX Advisory-Services Blog](#)



IPROPERTY GROUP TO ACQUIRE THAILAND'S THINKOFLIVING.COM

Deal size: \$8M

February 2015 - iProperty Group (ASX:IPP), a leading real estate advertisement business in Asia, entered into a binding agreement to acquire ThinkOfLiving.com – Thailand's number one network of property portal websites. This transaction will involve a base payment of \$6m cash and \$2m in shares, and a variable component based on performance in 2016-17. ThinkOfLiving.com has a strong online presence and high level of user engagement. Its services are subscribed to by all of Thailand's top property developers. With fast-growth in the region's real estate servicing market, iProperty CEO G. Chmiel believes the acquisition represents an excellent growth opportunity.

Source: [iProperty Group Press Release](#)

Media & Communications



ELITE SPORTS PROPERTIES ACQUIRED BY TLA WORLDWIDE

Deal size: \$25.5M

March 2015 - Sports marketing and athlete representation company TLA Worldwide PLC announced it was acquiring Elite Sports Properties (ESP) Holdings in a \$25.5m deal payable over five years. ESP is an athlete management and sports marketing business based in Australia and the UK, representing over 100 AFL players.

TLA considers that this transaction will increase its presence, add scale, and provide revenue enhancement potential. CEO of TLA Bart Campbell anticipates the acquisition will strengthen the company's position in international markets.

Source: [TLA News Update](#)

dentsu AEGIS network

DENTSU AEGIS NETWORK ACQUIRES 51% STAKE IN BWM GROUP

Deal Size: \$27M

February 2015 - Digital marketing and communications company Dentsu Aegis Network recently acquired a 51% stake in Sydney and Melbourne-based creative advertising agency BWM Group. Dentsu Aegis is already the third-largest advertising economy in the Asia-Pacific region, and anticipates the acquisition will add scale to the business and further strengthen its position. CEO Nick Waters says the company is delighted to have an agency of the quality and creative credibility of BWM on board.

BWM CEO Paul Williams considers that joining the Dentsu network will add depth to their services and will strengthen BWM (now known as BWM Dentsu) to make it considerably more competitive going forward.

Source: [Dentsu Aegis News Release](#)

Travel & Leisure



MANTRA GROUP TO ACQUIRE OUTRIGGER HOTELS & RESORTS

Deal size: \$29.5M

March 2015 - Hotel group Mantra announced in March that it had entered into an agreement for the acquisition of Outrigger Hotels & Resorts Australia in a \$29.5m deal subject to conditions. The Mantra Group also intends to raise additional capital to fund new initiatives in the acquired properties.

Outrigger Hotels operates four high quality resort facilities in Queensland – at Surfers Paradise, Coolangatta, Noosa, and Airlie Beach. Mantra Group CEO Bob East sees the acquisition as a natural fit for Mantra, and considers that it will complement its existing portfolio of leisure properties and lead to increased growth and earnings potential.

Source: [Mantra Group News Release](#)

IT & Telecommunications



YATANGO TO BE ACQUIRED BY LATITUDE CONSOLIDATED

Deal size: \$18M

March 2015 - Australian mining and exploration company Latitude Consolidated Limited signed an agreement to acquire cloud-based consumer services company Yatango Pty Ltd. The company's major products are Yatango Mobile, and its technology and lifestyle e-commerce site Yatango Shopping. The company has plans to launch Yatango Money in 2015, with further expansion into travel, energy & other products anticipated. Yatango comes with a proven management team, fast growth and high monthly revenue, providing strong opportunities for growth and expansion.

Source: [Latitude News Report](#)

TRIBAL

TRIBAL GROUP BUYS CALLISTA SOFTWARE

Deal size: \$3.6M

March 2015 - Tribal Group, provider of educational management software and services in the UK, acquired Callista Software Services – a provider of student management systems to some 25% of Australian universities. The value of the deal is \$3.6m payable over three years. The acquisition is anticipated to provide synergistic benefits, including the sharing of knowledge, resources, and intellectual property. The acquisition is expected to add earnings per share in its first year of operation. Tribal's Chief Executive Keith Evans anticipates this transaction will enable the company to offer its proven university systems to new customers in Australia.

Source: [Tribal News Release](#)



VOCUS COMMUNICATIONS ACQUIRES EDC

Deal size: \$23.5M

February 2015 - Telecommunications company Vocus Vocus Communications announced that it had entered an agreement to acquire two data centres and business continuity operations from Enterprise Data Corporation (EDC), in a deal worth \$23.5m. EDC's data centres are situated in suburban Melbourne and Sydney, and it's considered they offer the potential for growth. Vocus CEO James Spenceley says the acquisition will complement Vocus's nine data centres, while the business continuity services will provide a logical extension to current customer services. The transaction is forecast to generate EBITDA of \$4.7m.

Source: [Vocus News Item](#)

If you're thinking about selling or seeking a merger partner to take your business to the next level, we'd be happy to walk you through some of the more important considerations. Why not get in touch and have an informal and confidential conversation with one of our Directors?

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