

The Johnsons Report is a bi-monthly release designed to provide market intelligence on recently transacted mergers and acquisitions involving companies within the private sector.

The Johnsons Report

JOHNSONS CORPORATE
Business Sale Strategists

September/October 2011

MEDIA

EFFICIENT FRONTIER INC ACQUIRES DOWNSTREAM MARKETING

October 2011

Australian marketing provider Downstream Marketing has been fully acquired by Efficient Frontier Inc for an undisclosed amount. Downstream Marketing has been working with global marketing giant Efficient Frontier for the past 5 years, providing Australian and NZ based digital advertising solutions for a number of local and global brands across a broad range of sectors and industries. This partnership is expected to provide an increased range of digital marketing products and services both in a local and global context.

Source: [Downstream Marketing Blog](#)
Deal Size: Undisclosed

FAULKNER MEDIA MANAGEMENT ACQUIRED BY EBIQUITY

October 2011

Global marketing performance specialist Ebiqity has recently acquired media benchmarking consultants Faulkner Media Management. Faulkner Media Management is Asia Pacific's largest independent media consultancy, providing advice and data analysis for advertisers across a variety of platforms. This partnership is expected to strengthen Ebiqity's local provision of media benchmarking services for their local and international client base and increase their network.

Source: [Ebiqity Opinion](#)
Deal Size: 5.9m (est)

LOWE TAKES 51% STAKE IN 303 ADVERTISING

October 2011

Source: *The Australian Deal Size: Undisclosed*

Global advertising agency Lowe has taken control of advertising agency 303 Advertising in a move to enhance its struggling Australian operations. Founded in Perth, 303 Advertising is Australia's largest independent advertising agency. The newly merged agency will be known as 303 Lowe and managed by the former 303 Advertising chief executive, Nick Cleaver. It is hoped that the merger will provide increased opportunities and improved resources for 303 Lowe to service the needs of their clients, which include Unilever, Johnson & Johnson and Harley Davidson.

Source: [The Australian](#)
Deal Size: Undisclosed

BUSINESS SERVICES

CARDNO LTD ACQUIRES LANE PIPER

September 2011

Australian based international infrastructure services group Cardno Ltd has announced the acquisition of environmental and geotechnical consulting company Lane Piper for \$4.2 million. Lane Piper provide environmental services including assessment, audits and geotechnical services for a number of private and public sector clients. This acquisition will allow Cardno to focus on the environmental consulting market and provide opportunities for cross selling with its North American businesses.

Source: [ASX Media Release](#)
Deal size: \$4.2M (est)

MILLER HEIMAN ACQUIRES CHANNEL ENABLERS

October 2011

Global sales performance leader Miller Heiman has acquired Australian based Channel Enablers for an undisclosed amount. Channel Enablers are specialists in multi channel marketing and focus on developing and delivering training and consulting services to a number of organizations worldwide. They will remain headquartered in Melbourne and use their extensive intellectual property resources and consulting network to help improve sales outcomes for clients as a separate division of Miller Heiman.

Source: [Miller Heiman Press Release](#)
Deal Size: Undisclosed

MANUFACTURING AND DISTRIBUTION

ITT ACQUIRES AUSTRALIAN PUMP DISTRIBUTOR

October 2011

US based ITT Corporation announced it's acquisition of Australian pump equipment suppliers Blakers Pump Engineers for an undisclosed amount. ITT Corporation is a global engineering and manufacturing company that provides environmental solutions across a broad range of platforms. It is expected this acquisition will allow ITT Corporation to build closer networks with mining clients in Australia and allow them to build on the reputation of Blakers Pump Engineers in the Australian market

Source: [Yahoo Finance](#)
Deal Size: Undisclosed

TECHNOLOGY

NOBLE SYSTEMS BUYS MELBOURNE BASED OPEN WAVE

October 2011

US based global contact centre solutions company Noble Systems has purchased a Melbourne based software and solutions specialist for an undisclosed amount. Open Wave is a leader in workforce management software and solutions and the acquisition includes all intellectual property and assets in a move to bolster Noble Systems presence in the Australian market. It is expected that Noble Systems will maintain all existing Open Wave offices and personnel.

Source: [Marketwire](#)
Deal Size: Undisclosed

PURCHASE OF DYNAMIC HEARING BY WOLFSON MICROELECTRONICS

September 2011

Wolfson Microelectronics has acquired Australian software company Dynamic Hearing for AUD \$5.2 million. Dynamic hearing provides audio processing software for mobile phones and other personal communication devices and it is believed the deal will secure important intellectual property for Wolfson and allow it to expand its customer base as well as allowing the two companies to combine audio processing technologies to develop products aimed at noise reduction and microphone transmission.

Source: [Electronics Weekly](#)
Deal Size: \$5.2M

MINING SERVICES

EVERYDAY MINING SERVICES ACQUIRES HUGHES DRILLING

October 2011

Everyday Mining Services announced the company's impending merger with Hughes Drilling – Queensland's leading coal production drilling specialist. Everyday Mining Services is a provider of a range of services to the Australian mining industry and the acquisition of Hughes Drilling and Express Hydraulics is expected to increase the company's growth potential and provide a strong base to increase shareholder value.

Source: [Trader Dealer](#)
Deal Size: Undisclosed

RESOURCE DEVELOPMENT GROUP PURCHASES IT SERVICES COMPANY

September 2011

Source: *Computerworld Deal Size: 4.5M est*

Resource Development Group, a mining services company, have announced their acquisition of Intellect Systems, an electrical engineering and industrial IT services company that provides project services to clients in the mining and resources sector. It is believed this purchase will help Resource Development Group increase their efforts to build a vertically integrated mining services business to cater to the Australian mining industry.

Source: [Computerworld](#)
Deal Size: 4.5M est

JOHNSONS CORPORATE
Business Sale Strategists

www.johnsonscorporate.com.au

Sydney Office
Suite 7, 177 Cathedral Street,
Woolloomooloo NSW 2011
Phone: 02 9358 6111
Fax: 02 9358 6444

Melbourne Office
346 Belmore Road Balwyn
VIC 3103
Phone: 03 9816 3000
Fax: 03 9857 4001