

Automic Group acquires Market Eye to offer world-class fully integrated investor relations' technology and services

Sydney, Australia 24th June 2022 – Automic Group, one of Australia's largest share registry businesses, and Market Eye, Australia's leading investor relations advisory firm, are pleased to announce Automic Group's acquisition of Market Eye.

Automic Group and Market Eye are completely aligned businesses, and as a result this acquisition has very strong and compelling strategic rationale:

- Delivers a world class fully integrated technology solution for ASX-listed companies that seamlessly combines share registry, board management, shareholder ownership and investor relations on a single cloud-based platform
- Creates a "full service solution" for listed companies to manage every aspect of their shareholder relations
- Market Eye's senior leadership will join Automic Group's Executive Committee, with Market Eye's Founder & Executive Chairman, Ronn Bechler, also appointed to Automic Group's Board as an Executive Director
- Rapidly accelerates both firms' growth plans.

This acquisition will see Automic Group's share registry, board meeting management, governance and professional service capabilities expand. It will now include investor relations, media and communications, strategic investor insights, and beneficial ownership data and analytics, through Market Eye's heritage and reputation in investor relations built up over the past 15 years.

Automic Group looks forward to welcoming all of Market Eye's team who will continue in their current roles, with enhanced opportunities for future career development across the enlarged Automic Group. In addition, the Automic Group looks forward to welcoming Market Eye's clients, who will benefit from the enhanced offering, seamless technology and deeper resources, while continuing relationships with their existing Market Eye teams.

Paul Williams, Managing Director and Chief Executive Officer of Automic Group says, "Today's announcement of the acquisition of Market Eye marks a key milestone in Automic Group's vision to offer the leading solution for listed companies that makes it easier for them to do business. I'm looking forward to welcoming Market Eye's team to Automic Group, and working closely with Ronn and the entire team at Market Eye to provide unparalleled support to ASX-listed companies."

"Market Eye's integration with Automic Group will further enhance our existing technology and services with the addition of Australia's leading investor relations advisory practice, media and communications, shareholder meeting analytics and support, beneficial holder analytics and investor relations technologies. We are revolutionising the industry with our unmatched end-to-end technology and services offering that delivers considerable value to the management teams and boards of ASX-listed companies."

Ronn Bechler, Founder and Executive Chairman of Market Eye says, “Automic’s commitment to client service and technology innovation, together with the quality of their people stood out for us. Automic and Market Eye are completely aligned in terms of the importance we place on business values, team engagement, and client engagement. With Automic Group’s backing, we will be able to rapidly accelerate Market Eye’s multiple growth initiatives that will further grow value for the companies we support, many in the ASX300, as well as enhance career development opportunities for our team.”

“Market Eye is the only investor relations advisory firm of scale offering advice supported by data, seamlessly blending deep market intelligence, proprietary IP and technology. Similarly, Automic Group’s modern technology platform reduces companies’ administrative burdens, provides insights, improves efficiencies, and streamlines tasks with automation. Given this, I am very excited by the growth opportunities I see for the two businesses combined, and look forward to working closely with Paul, Justin and the rest of Automic’s board and team to deliver on the tremendous opportunities we see to create additional value for our clients and team.”

Five V Capital’s Justin England says, “Having invested into Automic Group late last year, we set out a clear growth strategy to execute on, that builds on Automic’s strong organic growth with targeted strategic M&A. The acquisition of Market Eye has very strong strategic rationale, bringing together two businesses that are naturally aligned via a shared goal to deliver unrivalled client and team experiences.”

“We continue to see further growth opportunities for what Automic Group brings to the market, and see the acquisition of Market Eye as a significant milestone in accelerating the evolution of the registry industry. The acquisition of Market Eye significantly enhances Automic Group’s end-to-end offering across technology and shareholder services, and I look forward to working closely with Ronn on Automic’s board to create the most compelling shareholder services solution for ASX-listed companies.”

This announcement from Automic Group follows the news of its next generation software release, which delivers innovative functionality to provide significant efficiencies further bolstered by strong team growth, senior hires and its unique proactive service model designed to support better outcomes for clients through intuitive automation.

About Automic Group

Since launching in 2016 as the first integrated cloud-based registry platform to the Australian market, Automic Group has grown to work with over 1,000 ASX listed and unlisted entities.

Automic’s innovative technology enables efficiencies for companies through the automation of governance-related tasks, rich registry reporting, and real-time data insights that can be accessed on-demand through an always available digital interface that is leading the market.

To complement their registry services, Automic also provides integrated Company Secretarial, CFO advisory and Legal services.

For further information, please visit: <https://www.automicgroup.com.au/>

About Market Eye

Operating for 15 years, Market Eye is Australia's leading investor relations advisory firm. Market Eye's team of professionals based in Melbourne and Sydney are focused on providing equity capital markets advice, shareholder ownership and voting analytics, and targeted media strategies.

Market Eye has developed industry leading client offerings across strategic investor relations advisory services, strategic media and communications advice, shareholder ownership and voting analytics, and market intelligence tools. Market Eye's suite of comprehensive premium services are provided across a range of listed companies, from small cap to large cap, with many of its clients in the ASX300.

For further information, please visit: <https://marketeye.com.au/>

About Five V Capital

Five V Capital, a certified B Corporation, is a private equity fund manager based in Sydney with over \$1.4 billion of funds under management.

Five V's unique investment approach is underpinned by a philosophy of alignment and is reflected in the Five V Capital team being the largest investors across its funds. This alignment between team, investors, partners and management teams is a key component of Five V's success.

Their current portfolio includes Australia and New Zealand's leading companies, including Automic Group, Mantel Group, Totara Learning, Education Perfect, Monson Agencies, Openway Food Co., Penten and APP.

For further information, please visit: <https://www.fivevcapital.com/>