



**RXP SERVICES LIMITED**

ABN 30 146 959 917

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**RXP Services expands its digital technology capabilities  
with the acquisition of 10collective**

RXP Services Limited (ASX: RXP) is delighted to announce that it has acquired digital creative technology consulting company 10collective Pty Ltd.

RXP will pay a consideration of \$3.5 million for 10collective on completion of the acquisition. This will be funded via RXP's new bank debt facility that was recently announced. In addition, the vendors of 10collective will also be entitled to a post-completion cash payment of up to \$2.25 million contingent on the achievement of defined milestones through to the period ending 30 September 2016.

Having established itself in Melbourne in 2008, 10collective has developed a particularly unique style for the provision of disruptive digital and web creative services. Supported by an extensive network of people and combined with a personal manner of engagement with a natural instinct for taking on leading edge opportunities, the team at 10collective have built a reputation in the technology community that has driven market leadership in its space. Clients of 10collective are consistently impressed with their ability to provide solutions that others are not delivering.

The addition of 10collective will provide RXP with leading User Experience and Interaction design capabilities, User Interface and Web application design capabilities, whilst also strengthening RXP's business consulting services in the digital strategy domain. This will enhance RXP's ability to assist both existing and new clients as they strive to develop and implement their digital strategies.

Speaking about the acquisition, RXP CEO Ross Fielding said "This is one of the most interesting and exciting acquisitions that we have done to date, particularly given the progressive nature of work and area of expertise that 10collective brings to the RXP group. The work they do and the manner in which 10collective engages with its clients, provides another source of continued growth for RXP."

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“I anticipate that the increased exposure to digital technology services and digital talent will quickly be leveraged by the broader RXP team and the added expertise across Web, User & Consumer Experience will strengthen our current set of specialisations and service offerings,” added Mr Fielding.

10collective’s Managing Director, Georgie Carpenter, commented, “I view the acquisition of 10collective as a highly strategic move within the consulting space for both organisations, and one which has the potential to disrupt the current models and service offerings available to organisations across Australia.

“I, along with my exceptional team, am really excited about the opportunity to join forces with RXP, not only because of the opportunities we see to provide 10collective’s services to RXP’s established client base, specialisations and service offerings, but also because the ‘internet of things’ is becoming a very real prospect for businesses. Together RXP and 10collective can better support companies to allow them to leverage the opportunities available from the growth in the digital world. Our expertise combined with RXP’s depth of experience in its existing services, provides something different, something new and exciting, in the most complimentary way. Yes, I am very excited about what the future holds for us.”

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**About RXP Services Limited**

RXP Services Limited (RXP) is a Technology services company. RXP provides consulting and professional services to a number of S&P/ASX 200 corporations and government bodies here in Australia and in Asia. With staff and offices in Melbourne, Canberra, Sydney, Brisbane, Hobart and Hong Kong, RXP has been providing expert consulting services to clients for over 20 years. Our focus is on ensuring clients maximise the benefits they receive from both their existing and future Technology investments.