

## ASX Announcement

2 April 2015

### **IPH acquires IP data analysis & software applications businesses**

IPH is pleased to announce that it has reached agreement to buy Practice Insight Pty Ltd (PI) and WiseTime Pty Ltd (WT) for a total of \$8m. The consideration will be paid half in cash and half in IPH shares.

PI & WT are specialist providers of data analysis and software applications for Intellectual Property (IP) and other professional services firms under recurring license arrangements. Both companies were founded in Perth, WA by Thomas Haines, who will be joining IPH. Thomas is an Australian registered patent and trade mark attorney with a background as a software engineer and founded the businesses to provide large scale data analytics and strategic market intelligence for IP firms, and software applications to help automate business processes for professional services firms more generally.

#### ***Practice Insight***

Practice Insight has created a consolidated relational database of over 90% of the world's patent and trade mark data. The four key products at this stage are:

- *Filing Analytics* allows users to examine and analyse most of the large-scale intellectual property databases related to the world's patent information and which emanate from government patent offices; and also provides trade mark data in a form to enable analysis by entities who specialise in trade mark analytics;
- *IP Data Gateway* provides a central gateway to access the consolidated database;
- *Licensing Alerts* is a premium IP firm and corporate offering, providing notification of citations affecting the rights of patent owners in near real time; and
- *Extended DMS* is a patent and trademark docketing extension to empower IP firms to run paperless offices.

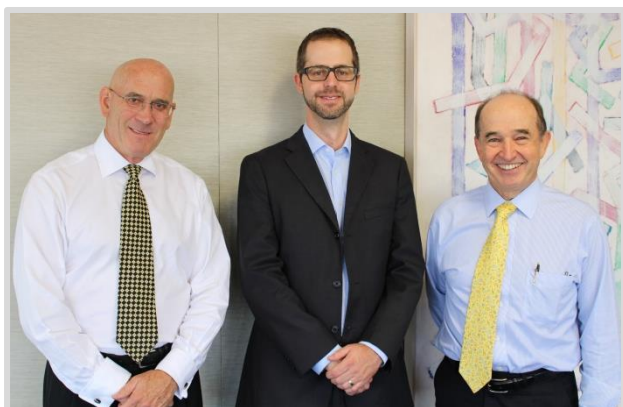
## **WiseTime**

*WiseTime* has developed a unique suite of programmes for use by external workers, not only in the IP community, but in a wide range of professional services businesses where activity tracking is required.

The combined PI & WT businesses are currently profitable. It is expected that joining IPH will enable the businesses to accelerate their growth by having access to the additional marketing and development resources that the IPH Group can provide.

Commenting on the transaction, IPH Managing Director David Griffith said “The acquisitions of Practice Insight and WiseTime and securing their key team members is expected to not only add substantial value to IPH by generating earnings from adjacent IP businesses, but will strategically enhance the Group’s traditional IP businesses. At the same time we continue to pursue our primary objective of further expansion into South East Asia as well as locally in Australia.”

The acquisitions are expected to settle by the end of April 2015, at which time the IPH shares issued to the PI & WT management vendors will be escrowed for 2 years.



L-R: Richard Grellman, Chairman; Thomas Haines; David Griffith, Managing Director

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## About IPH Limited

IPH Limited (“IPH”, ASX:IPH) is the holding company of Spruson & Ferguson, one of the leading intellectual property (“IP”) services firms in the Asia-Pacific region, offering a wide range of services for the protection, commercialisation, enforcement and management of IP. These services are provided across Australia, New Zealand, Papua New Guinea, the Pacific Islands and Asia from offices in Sydney, Singapore, Kuala Lumpur and supported by a representative office in Shanghai. The firm comprises a multidisciplinary team of approximately 300 people, including some of the most highly regarded IP professionals in the Asia-Pacific region. The team services a diverse client base of Fortune Global 500 companies and other multinationals, public sector research organisations, foreign associates and local clients. IPH is the first IP services firm to list on the Australian Stock Exchange.