



Australian Stock Exchange  
Company Announcements Platform  
24 October 2013

UXC Limited  
ABN 65 067 682 928

## MARKET ANNOUNCEMENT

### UXC Acquires Digital and Ecommerce Specialist White Labelled

**UXC Limited is pleased to announce it has completed an agreement to acquire leading digital and ecommerce specialist, White Labelled, to provide it with an integrated digital solutions and implementation capability.**

White Labelled specialises in the delivery of solutions built on industry-leading platforms such as hybris (an SAP company), Oracle Commerce, IBM WebSphere Commerce and Magento.

The acquisition, which will become part of wholly owned subsidiary UXC Oxygen, enables UXC to provide the solutions and services necessary to establish a multichannel customer experience platform for organisations across all industries. This increased capability will enable UXC to further assist clients with greater revenue generating opportunities, capture an increasingly mobile customer base and drive increased integration efficiencies.

UXC Managing Director, Cris Nicolli, said “the acquisition is a strategic move that will allow UXC customers access to proven design, implementation and support services for market leading digital and ecommerce solutions. White Labelled offers a full outsourced service to some of Australia’s largest and well known multichannel and pure play retailers who collectively sell around \$450 million online annually.”

Mr Nicolli said White Labelled is well ahead of the curve in its strategy, development and delivery of digital and ecommerce solutions.

“It has anticipated the growing trend towards a digital economy and has helped not only business-to-consumer organisations capitalise on the cost and customer service advantages available with digital trading, but has helped business-to-business organisations improve supply chains, streamline inventory management and outperform competitors through the creation of online marketplaces.”

“By combining our ERP capabilities in SAP, Oracle and Microsoft we will give our customers a single view of both business-to-consumer and business-to-business customer interactions. We believe this type of integration is key to unlocking improved cost savings and value in the demand and supply chain and will bring to light a range of other business benefits,” said Mr Nicolli.

White Labelled Managing Director, Paul Wilson, said the acquisition is a very exciting opportunity for UXC and White Labelled customers to gain end-to-end omni-commerce solutions from one company.

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“Often the divide between back end ERP and front end ecommerce can be significant, but the synergies created between UXC and White Labelled will close this divide.”

“Operationally this will allow White Labelled to focus further on the delivery of our core competencies in ecommerce and better integrate the ecommerce platform with the various ERP solutions. As the ecommerce industry continues to mature and the complexity of ecommerce projects increase, it’s imperative that we grow and increase our capability and scale to meet the growing needs of our customers. The synergies allow White Labelled to increase our offering and scale further to ensure the ongoing and successful delivery of customer projects,” said Mr Wilson.

White Labelled was founded in 2008 and has grown rapidly and is forecasted to deliver annual revenues of over \$6m with offices in Melbourne, Bangalore and Vietnam. With a large hybris (SAP) focus, the business and the leadership team will report to UXC Oxygen CEO Stuart Dickinson and operate as a practice within UXC Oxygen.

Consideration will be paid predominantly in cash with some equity, with further consideration payable for reaching specific growth milestones. The acquisition is expected to be immediately earnings accretive.

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#### **About UXC Limited**

UXC Limited is an S&P/ASX 300 listed Australian business solutions company, and the largest Australian owned ICT consultancy firm. UXC services medium to large entities in the private and public sectors across Australia and New Zealand.

UXC provides a range of unique, unmatched and formidable ICT solutions in consulting, business applications and infrastructure that support our customers to plan & design, implement & enhance, and operate & manage their ICT requirements.

UXC strives to create simplicity and meaning in a complex world through the power of people and technology, by being the leading Tier 1 Australian IT services and solutions company, delivering value, innovation and responsive business outcomes with excellent people.

#### **About UXC Oxygen**

UXC Oxygen is the leading specialist SAP solutions and consulting company in Australasia. UXC Oxygen’s key point of difference is its ability to deliver a complete lifecycle of SAP capabilities including Planning, Implementation, Enhancement and Support services. UXC Oxygen is a certified SAP services partner, a Gold SAP Channel partner, a Value Added Reseller and an SAP Partner Centre of Expertise for AiO and BO. UXC Oxygen is a foundation sponsor of the SAP Australian User Group, contributing resources and expertise to share knowledge and experience to the benefit of SAP users



everywhere. UXC Oxygen's 250+ highly skilled and experienced consultants work from offices in Perth, Sydney, Melbourne, Brisbane, Canberra, Auckland and Wellington, supporting 10,000+ SAP users at 200+ customer sites. More at [www.uxcoxygen.com](http://www.uxcoxygen.com)

### **About White Labelled**

White Labelled is a leading ecommerce solutions provider, building world class digital experiences for multi-channel and pure play brands. From complex business system integrations to re-platforming, site optimisation or strategy, White Labelled enables many of Australia's most recognised brands to grow their ecommerce channel. White Labelled implement, integrate and service all leading ecommerce platforms plus a myriad of ERP, POS and back end systems.

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