



rhipe the Cloud Channel Company takes the lead in subscription software with \$25.35 million nSynergy acquisition

rhipe is adding to its Microsoft suite cloud offerings to support the service provider community to help them thrive in the Cloud economy

rhipe (ASX code: RHP (RHYPE)), formerly NewLease and leading aggregator in subscription software licensing across the Asia Pacific, has strengthened its core Cloud offerings with a 100 per cent acquisition stake in nSynergy, the leader in delivering dynamic modern business solutions in the Microsoft suite. This acquisition has built and expanded upon rhipe's cloud and licensing programs and cemented the organisation's position as a global leader in the industry.

nSynergy is a multi-award winning Microsoft-centric business and is recognised in the industry as a leader in Microsoft Office365 implementation. Across its offices in Melbourne, Sydney, Shanghai, New York and London, nSynergy has over 40 staff and provides consulting and solutions services both locally and globally.

Commenting on the acquisition, Dominic O' Hanlon CEO rhipe says,

"This acquisition will provide the service provider community with non-competitive services and support capabilities. It will enable our partners to have greater access to sell and support products without needing to continue adding to their own team of skilled people. For those who already have the resource capability, our team will provide an additional bench of staff that may be available during times of peak load."

In addition rhipe has also acquired a 12.5 percent investment in LiveTiles, a sister company of nSynergy. LiveTiles a global cloud UX platform designed for SharePoint, Azure and Windows 8.

rhipe purchased nSynergy for \$25.35 million which includes \$8 million contingent earn out over 24 months. LiveTiles received a cash investment of \$2.5 million.

Launched in July 2014 as a user experience platform for the Cloud, LiveTiles is now used by public and private sector organisations with up to 3.7 million users. With offices in Melbourne, Sydney, New York and Shanghai, LiveTiles plans to attract 10 million member users by the end of 2015. The investment in LiveTiles will provide Rhipe with exposure to a very high growth product-centric market and will give rhipe the ability to distribute LiveTiles via its Cloud Channel community.

Peter Nguyen-Brown, Chief Operating Officer and Co-founder of nSynergy says,

"I am excited to have found such a fantastic company for nSynergy to join. rhipe is made up of a great group of like-minded people and there is a fantastic cultural fit between the two organisations. We have a unique joint strategy mapped out and I can't wait to start working together as one business."

Mr O'Hanlon continues,

"rhipe is all about supporting the channel and helping the service provider community thrive in the Cloud economy. We are unique in that we are only interested in helping our partners provide their customers with the services they need. nSynergy and LiveTiles will open up a variety of opportunities for our partners from driving increased licensing prospects to opening up a huge global market opportunity in the rapidly growing Microsoft Azure and Office365 space."

On the strategic front, Mr O'Hanlon comments,

"This acquisition addresses our aggressive growth strategy and provides the company with a new geographical presence in the market by inheriting well established offices in China and the United States. nSynergy will provide non-competitive services to and through our rapidly expanding service provider community. Additionally, the corporate cultures of both companies mirrors that of rhipe's and is a great fit."

Existing nSynergy staff will all be coming aboard the rhipe team and will now act as a new division of rhipe. There will be no major changes in terms of how nSynergy will operate with one exception; the team will be focused on delivering support in SharePoint solely to rhipe's channel partners.

On what rhipe's future holds, Mr O'Hanlon concludes,

"rhipe has been aggressively growing at 40-45 per cent for the past few years and we have no intention of slowing down. We plan to continue to expand our geographical reach and vendor reach."

-----ENDS----- For any further media information or an interview,

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About rhipe

rhipe, a subsidiary of Rhype Limited (ASX:RHP), is the leading subscription software licensing company in the Asia-Pacific with a focus on supporting the service provider industry.

rhipe distributes and aggregates subscription licensing models for Service Providers from many of the world's leading software vendors including Microsoft, VMware, Red Hat, Citrix, Veeam, Trend Micro, McAfee, DataCore, Zimbra and Neverfail. In Australia rhipe is also the Microsoft Dynamics Master VAR and a Microsoft Cloud Licensing Solution Provider.

Founded as NewLease in 2003, the company rebranded as rhipe in December 2014 to align the business with the new objectives of launching into new markets across the world.

NewLease at a glance: A pure play Cloud Distributor Australian company founded in 2003 by Doug Tutus & Dawn Edmonds 100% owned by Rhype Ltd an ASX listed company. (ASX:RHP) Offices in Melbourne, Sydney, Auckland, Singapore, Bangkok, Manila, Kuala Lumpur and Jakarta Distributor - Microsoft Service Provider program in all markets of operation. Australia market: Dynamics Master VAR and recently appointed to pilot Cloud Licensing Solution Provider Microsoft Australia Partner Award (MAPA) - Distributor partner of the Year 2011 Globally recognized for best practices in Service Provider market 3rd largest reseller of VSPP globally