



MEDIA RELEASE

ASG GROUP GROWS ITS NATIONAL CONSULTING FOOTPRINT WITH THE ACQUISITION OF PRAGMA IN CANBERRA

ASG Group, Australia's genuine alternative to the global digital transformation players, announced today that it has acquired Pragma Partners, a leading human-centred design and service transformation consultancy based in Canberra.

The acquisition is in line with ASG Group's strategy to grow its Australian business through organic expansion and acquisitions.

The Chief Executive Officer of ASG Group, Dean Langenbach, said: "We are delighted to welcome Pragma Partners into the wider ASG Group, as their entrepreneurial spirit and their client-first approach to business reflects our own."

"Pragma is a significant addition to our portfolio, especially as we continue to grow our national footprint. This acquisition will help boost our already strong public sector client base in Canberra, which will benefit from ASG Group's global reach and technical expertise."

Pragma Partners has a significant portfolio of academic and public sector clients, and under the terms of the acquisition, CEO and Managing Director Jay Wilton will continue to lead the team, which will continue operating under its own brand name.

Mr Wilton said: "We are excited to be working with the ASG Group, as it will dramatically increase our presence nationally - and allows us to work with a wider range of clients."

"Pragma is a design-led, service transformation business. We approach every problem with an open mind, seeking to utilise our research, design and technical delivery capabilities and resources to reach the most effective solution for our clients. This approach will not change, and we will continue to focus on understanding our clients' needs, and designing clear, implementable, and user-focussed technologies and services for them."

ASG Group employs more than 2,000 staff nationally and has offices in eight cities across Asia-Pacific. It is a subsidiary of Nomura Research Institute (NRI), Japan's leading think-tank and systems integrator.

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About ASG Group

ASG Group (ASG) is Australia's genuine alternative to the global digital transformation players. ASG is proudly Australian born and bred, operating for over two decades as an IT provider of innovative solutions and services, and flexible commercial outcomes.