

MEDIA RELEASE

Thursday 27 November 2014

Sydney, Australia

Building for Growth: Melbourne IT announces Tiger Pistol alliance and Amazon Web Services (AWS) Premier Consulting Partner Certification

Tiger Pistol Alliance

- **Global market leading social media service tailored for Australian business customers**
- **An element in Melbourne IT's strategy of providing innovative solutions for small businesses to be successful online**
- **Broadens SMB division beyond traditional web presence into high growth social media solutions**
- **Small investment in Tiger Pistol cements long term partnership**
- **Further customer solutions in the pipeline**

Amazon Premier Consulting Partner Certification

- **Melbourne IT achieves highest level of AWS accreditation (one of only 28 globally)**
- **Awarded for scale of partnership, excellence in customer service and expertise**
- **Will accelerate growth through increased lead generation and higher closure rates**

“Seen together, the agreement with Tiger Pistol and the Premier Consulting Partner Certification from Amazon Web Services we’re announcing today, signal our commitment to delivering solutions that enable businesses to be successful online. This news is a precursor to further solutions we plan to bring to market,” said Martin Mercer, CEO Melbourne IT.

Tiger Pistol

Mr. Mercer today confirmed Melbourne IT has entered into an agreement with Tiger Pistol, the leading social media marketing platform.

“This is part of Melbourne IT’s strategy of providing a suite of “Do-It-For-You” solutions for SMBs to enable them to be successful online,” said Mr. Mercer.

He highlighted the fact that 69% of Australians are now using social media and that in 2014, 36% of small businesses have some form of social media presence (compared to 30% in 2013).

“We are assembling a comprehensive suite of solutions for small businesses who want to get found online. It’s no longer sufficient to focus exclusively on traditional web presence. The relationship with Tiger Pistol takes us into new territory and is a key component in a much broader solution set for businesses that have a presence and want to get found,” he said.

“Many small businesses need help to successfully engage with their customers on social media. Tiger Pistol enables Melbourne IT to manage a business’s social media presence and to take advantage of advertising opportunities on social media”.

Melbourne IT will be offering the service to both its existing customers with established websites, as well as new customers that have started their online journey via social media.

To cement the strategic partnership and guarantee security and access to products, Melbourne IT has made a one off investment in Tiger Pistol of \$1.25m. The investment was made by way of a convertible note on commercial terms.

Amazon Web Services

Mr. Mercer also confirmed that Melbourne IT has achieved AWS’s highest partner certification.

“Achieving Amazon Web Services Premier Consulting Partner accreditation is significant,” said Mr. Mercer. “It is awarded to AWS Consulting Partners that have distinguished themselves by their scale of business with AWS, their investment in training and accreditation, their management of complex customer solutions, and their strong customer references. This distinguishes Melbourne IT as one of only 28 Premier Consulting Partners (PCP) globally in the ecosystem of 7000+ AWS partners.”

“Customers see the proof of our expertise in the field and trust in us to grow their business. They recommend our services to others,” he said.

Melbourne IT has been an official partner of AWS since 2012 and currently provides the benefits of its managed solutions to many enterprise and government customers. In addition to the recently awarded Premier Consulting Partner status, Melbourne IT holds additional AWS certifications including Authorized Government Partner and Managed Service Provider Competency.

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About Melbourne IT

Melbourne IT (ASX:MLB) enables organisations of all sizes to be successful online. Our complete portfolio of Internet-based technology services drives business effectiveness and profitability for our customers. The breadth of Melbourne IT's offering extends from helping small businesses build an online presence through to managing the complex web environments of large enterprises and governments.

For more information, visit <http://www.melbourneit.info>

About Tiger Pistol

Tiger Pistol is a social media marketing platform for small and medium businesses, allowing them to leverage the power of Big Data and social networking sites to market their business in a simple and effective way. By entering basic information about their business, companies receive a tailored program based on actual results from other businesses like theirs.

For Further Information

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