



ALAN ALLMAN ASSOCIATES

PRESS RELEASE

Alan Allman Associates continues its external growth strategy: Acquisition of PhoenixDX, strengthening its expansion in APAC

Issy-les-Moulineaux, January 17, 2025 – 8 am - Alan Allman Associates (Euronext Paris - FR0000062465 - the "Ecosystem" - AAA), an ecosystem of international consulting firms, announces the acquisition of PhoenixDX, first technology company to join the ecosystem in Australia.

PhoenixDX: one of the leaders in digital innovation in Australia

Founded in 2016, PhoenixDX has rapidly emerged as one of Australia's fastest-growing digital innovation companies. Specializing in rapid application development, the company leverages cutting-edge technologies, modern methodologies, and highly skilled talent to deliver transformative digital solutions. In just eight years, PhoenixDX has built a team of over 80 experts dedicated to helping IT leaders deliver complex digital solutions that enhance business efficiency, drive continuous innovation, streamline operations, and enable organizations to differentiate their products and services. PhoenixDX's clientele includes government organizations and ASX-listed companies, with solutions supporting critical services accessed by thousands of users daily.

As a leading OutSystems partner (low code development and AI innovation) in the ANZ region (Australia New Zealand), PhoenixDX holds over 210 OutSystems and AWS certifications and is home to six OutSystems MVPs, each with decades of experience. The company's proven delivery framework, which integrates agile teams with best practice methodologies, enables the efficient development of sophisticated digital products at a fraction of the time, cost, and risk compared to traditional software development approaches. PhoenixDX's unique expertise enhances Alan Allman Associates' offerings in other regions, especially Australia, New Zealand, and the APAC region (Asia Pacific).

"We are delighted to welcome PhoenixDX to the Alan Allman Associates ecosystem. Their exceptional expertise in digital product engineering will allow us to expand our capabilities and offer enhanced services to our clients. This acquisition solidifies our position in the APAC region, and together, we will deliver technological solutions that align with strategic consulting to create significant value in the Australian market. The acquisition is a testament to our commitment to innovation and excellence, and we look forward to a prosperous future for our clients and our ecosystem," said **Jean-Marie Thual, Founder and CEO of Alan Allman Associates.**

"We are proud to join the Alan Allman Associates ecosystem, which opens up exciting new opportunities for our team and customers. This partnership will consolidate our presence in Australia, accelerate our growth and expand our global reach, especially in the APAC region. We are now well-positioned to accelerate growth further and capitalize on emerging opportunities. We are very excited about the journey ahead, achieving new milestones and delivering exceptional outcomes in this new chapter for our customer and partner community," commented **Pedro Carrilho, Managing Director and Founder of PhoenixDX.**

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Juan Martin, Director and Co-founder of PhoenixDX states: *“Our partnership with Alan Allman Associates, a group backed by a strong financial foundation, enables us to invest further in the creation of value-added modernization and innovation services to deliver a comprehensive offering to our customers. Beyond our brand ecosystem, we share a partnership ethos with Alan Allman. Together, we will continue collaborating with like-minded organizations to deliver transformational solutions for our customers. Our commitment to leading the AI-powered low-code wave in Australia remains unchanged for many years ahead.”*

Alan Allman Associates reinforces its position in APAC with its expansion in Australia

PhoenixDX's presence in Sydney, Melbourne, Brisbane, and the Philippines represents strategic opportunities for the ecosystem. The company will continue to operate under the PhoenixDX brand, and both founders and directors will continue to lead the operation. With this acquisition, Alan Allman Associates continues its global expansion, now extending its presence to Australia. Following its growth in Asia in September 2023, this move strengthens its footprint in the dynamic APAC region, which has become a hub for innovation and technological development. APAC's booming sectors, including information technology, tourism, renewable energy, and pharmaceuticals, are areas in which Alan Allman Associates already possesses significant expertise.

Alan Allman Associates acquires 85 % of PhoenixDX. This acquisition was settled mainly in cash. The portion of the PhoenixDX acquisition price paid in shares, representing AUD 1,004,706 (606 239,60 euros¹), will be paid by Alan Allman Associates in the form of 81 813 shares under the terms of the 19th resolution of the General Meeting of June 19, 2024 (private placement with a restricted circle of investors, i.e. reserved for PhoenixDX shareholders).

The new shares will carry dividend rights and will be listed on Euronext Paris Compartment B under the same ISIN code FR0000062465- AAA. Settlement and delivery of the new shares and their admission to trading on the Euronext Paris market are scheduled to take place on 20 January 2025.

About Alan Allman Associates

Created in 2009 through acquisitions and internal performance development, Alan Allman Associates is an international ecosystem of consulting firms, with some 15 operational brands expert in strategy and digital transformation and organized into 4 divisions: high-tech consulting, industrial transformation consulting, digital marketing consulting and strategy and management consulting. Alan Allman Associates' mission is to shape an ambitious, inclusive and sustainable future by helping its customers and its 3,800 consultants to meet the challenges of tomorrow.

Positioned in growth sectors (AI, cybersecurity, data, cloud...), Alan Allman Associates is present in North America, Asia and Europe.

Alan Allman Associates has been awarded the Happy at Work label, ISO 9001 certification and an Ecovadis Bronze Medal for its CSR performance.

Alan Allman Associates is listed on Compartment B of Euronext Paris (FR0000062465 - mnemonic AAA).

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¹ European Central Bank conversion rate of 16th January 2025

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Forward-looking statements

This document may contain forward-looking information and statements about Alan Allman Associates and its subsidiaries. These statements include financial projections and estimates and their underlying assumptions, statements regarding plans, objectives and expectations with respect to future operations, products and services, and statements regarding future performance. Forward-looking statements may be identified by the words “believes”, “anticipates”, “intends” or similar expressions. Although the management of Alan Allman Associates believes that the expectations reflected in the forward-looking statements are reasonable, investors and holders of Alan Allman Associates securities are cautioned that forward-looking information and statements are subject to numerous risks and uncertainties, many of which are difficult to predict and generally beyond the Company's control, that could cause actual results to differ materially and adversely from those expressed in, or implied or projected by, the forward-looking statements. The risks and uncertainties that could affect the Company's ability to achieve its objectives are described in detail in our Financial Report, which is available on the Company's website (www.alan-allman.com). These risks, uncertainties and other factors are not exhaustive. Other unanticipated, unknown or unforeseeable factors could also have a significant negative impact on the achievement of our objectives. Alan Allman Associates undertakes no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise. In particular, the duration and severity of any epidemic or pandemic of the coronavirus type, including its impact on the industry, on macroeconomic conditions and on Alan Allman Associates' principal local markets, may cause our actual results to differ materially from those expressed in our forward-looking statements. This press release and the information it contains do not constitute an offer to sell or subscribe for, or the solicitation of an order to buy or subscribe for, the shares of Alan Allman Associates or its subsidiaries in any country.

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