

ASX Announcement



1 September 2021

QANTM ACQUIRES SORTIFY.TM LIMITED

Increasing trade mark filings, driving digital strategy and entering new markets

QANTM Intellectual Property Limited (ASX: QIP) today announces that it has finalised arrangements to acquire Sortify.tm, a New Zealand based trade mark legal tech company.

- Deal amount AU\$11 million: Up-front consideration of AU\$8 million and deferred consideration of up to AU\$3 million payable in 2 annual instalments subject to performance requirements. \$1m of the up-front consideration, and up to \$1m of each deferred instalment, will be paid through the issue of QANTM shares
- Deal expected to complete on 30 September 2021

Sortify.tm was founded in New Zealand by Claire Foggo, Alan Potter and Narly Kalupahana. A trade mark legal tech company that grew out of a traditional trade mark practice, Sortify.tm provides technology solutions to brand owners and IP practitioners, as well as public and private sector entities.

In the 2021 financial year, Sortify.tm's trade mark filing platforms achieved the following:

- **New Zealand – "DIY Trademarks"**
 - #1 Online trade mark filing website
 - #2 Overall trade mark filing agent
- **Australia – "Trademarks Online"**
 - #1 Online trade mark filing website
 - #3 Overall trade mark filing agent
- **United Kingdom – "Trademark Planet"**
 - Launch of an automated UK trade mark filing platform for brand owners.

Sortify.tm's platforms filed more Australian and New Zealand trade marks for local Australian and New Zealand businesses than any other IP services provider in FY21. They are an established, high-growth business and a proven disruptor in each market in which they have established themselves. QANTM and Sortify plan to pursue a number of additional international market opportunities together.

Sortify.tm also has built a suite of trade mark practitioner tools, incorporating artificial intelligence and automation, which are currently being used by trade mark attorney and law firms globally (including in Australia, New Zealand, USA, UK, Singapore and Canada) to assist with their trade mark practices. The modular nature of many of its products will allow easy implementation into QANTM businesses and provide productivity gains, as well as improved client experience and service over the coming years.

The acquisition of Sortify.tm is likely to be earnings accretive within 12 months and will bring value to QANTM's program of IT modernisation as well as expansion in the Asia-Pacific region, allowing the QANTM group to capture new and emerging market opportunities.

QANTM group companies will also provide related legal, patent and trade mark attorney services to Sortify.tm customers which are outside of Sortify.tm's current offering.

QANTM's CEO Craig Dower, said "Sortify.tm's founders, Claire, Alan and Narly, are impressive blue-sky thinkers with deep experience in IP and technology, along with sound commercial acumen and



an entrepreneurial spirit. They have put together an outstanding team of people who will seamlessly integrate into QANTM and who will be able to hit the ground running.

"The acquisition significantly increases the number of trade mark applications being filed by QANTM companies in Australia and New Zealand and builds upon our market leading position, with DCC being the leading trade mark firm in Australia. A further exciting prospect is the broader strategic benefits the acquisition presents. Sortify.tm is uniquely positioned to accelerate QANTM's technology transformation program and digitalisation, and provides a foundation for further penetration into the Asia-Pacific region.

"Most importantly, the Sortify.tm team are extraordinarily well-aligned with QANTM, both in terms of vision, strategy and culture, which are critical success factors in successful acquisitions.

"Sortify.tm is a high-growth, customer focused business that highly values its people, and this is a very exciting development for QANTM. We are thrilled to welcome Sortify in joining the QANTM team."

Sortify's CEO, Claire Foggo, said "We're genuinely excited to become part of the QANTM group. As soon as we began talking with the QANTM team, it was clear we shared values, particularly around culture, people and our overall vision to make trade mark protection accessible for everyone.

"Being part of QANTM will allow us to accelerate development of our online trade mark registration business by tapping into the significant expertise of QANTM's trade mark lawyers and attorneys across Australia and South East Asia.

"Drawing on our own experience in legal tech and automation, our exceptional development team will also be working with QANTM's firms to help drive their innovation program. This is an area where we can make a significant contribution quickly, all while we continue to build the technology solutions we believe will change the trade mark world and also apply that same disruptive thinking to the patent world".

For further information, please contact:

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About QANTM Intellectual Property

QANTM Intellectual Property Limited (QANTM, ASX: QIP) is the owner of a group of leading intellectual property (IP) services businesses operating in Australia, New Zealand, Singapore and Malaysia under four key brands - Davies Collison Cave, FPA Patent Attorneys, Cotters Patent and Trade Mark Attorneys and Advanz Fidelis IP. QANTM is also the majority owner of an IP business advisory company, ipervescence Pty Ltd. With more than 140 highly qualified professionals, the QANTM Group has a strong track record in providing a comprehensive suite of services across the IP value chain to a broad range of Australian and international clients, ranging from start-up technology businesses to Fortune 500 multinationals, public research institutions and universities.

About Sortify

Sortify.tm Limited is a rapidly growing, New Zealand-based, legal tech company, automating the entire trademarking process and striving to make brand protection accessible to everyone. Sortify.tm's online self-service trademark registration platforms enable businesses to protect their brands themselves, while saving time, money and hassle. Sortify.tm's AI-powered trademark productivity suite, used by trademark attorneys around the world, is transforming the way the trademark industry manages the trademark registration lifecycle.