

Press Release – For Release 19 February 2014
MSL Solutions Limited acquires GOLF Link Partners

MSL Solutions Limited (MSL), has expanded its company portfolio with the strategic acquisition of Golf Link Partners (GLP).

Golf Link Partners is licensed by Golf Australia (GA) to implement and manage the Australian handicapping system which centralises handicaps on a national basis, with easy online access to over 1,200 clubs and over 400,000 members across Australia.

In addition Golf Link Partners has commercialised other initiatives including the Lexus Cup, Race Series, Competition Rank, Tee Times, Vouchers, Mates and SMS.

The acquisition of Golf Link Partners reaffirms MSL's long-term commitment to the golf industry, and has strong synergies with MSL's existing businesses of Micropower and iseekgolf.

Micropower powers over 35% of Australia's member golf clubs securing operational efficiencies, enhancing member management and underwriting corporate governance.

The Micropower suite of solutions include its golf management systems (including the newly released web-based solution PowerPlus Golf), and business systems including membership, finance, point-of-sale and stock control, marketing, functions & events, and HRM. Future solution enhancements are focused on global and club industry software trends into mobility, social media, integration, data aggregation, visual analytics and most importantly member engagement.

The online platform www.iseekgolf.com solves a distribution problem for clubs by linking casual golfers directly to club pro-shops through leading edge software integration to improve their yields. Other features of iseekgolf include a market leading forum (over 1 million posts), an online Academy (to help golfers to manage their game and improve their swing), news and a new initiative focused on travel and tourism to regional golfing hotspots at www.iseekgolffhotspots.com.

The combined resources, MSL and GLP will enhance their ability to deliver innovative solutions for the benefit of golf clubs, their members and the casual golfing community both in Australia and internationally.

The Golf Australia Board has provided its consent for the acquisition.

Stephen Pitt commented "Golf Australia looks forward to working with the new owners to maximise the benefits to golfers and Australian golf."

MSL Solutions Managing Director, Craig Kinross commented. "We are really looking forward to working more closely with Golf Australia and the industry. Rarely does an acquisition provide such complementary benefits to clients of both businesses, and in this case the golfing community as a whole. We have been providing systems for the golf industry for almost 30 years and we are excited about the additional innovative solutions made possible by this acquisition."

The acquisition was completed on 17 February 2014.

About Golf Link Partners Pty Ltd

Golf Australia and Golf Link Partners P/L entered into an agreement in which Golf Link Partners is licensed to roll out and manage the Australian handicapping system. Each golf club member receives a nationally managed handicap recognised at over 1200 clubs, a membership card and a website to track and check their history.

Golf Link was formed to provide online efficiencies, which save the industry millions of dollars per year, helping to keep club membership costs down.

Golf Link Partners has introduced other products and services including the Lexus Cup, Race Series, Competition Rank, Tee Times, Vouchers, Mates and SMS.

<http://www.golflink.com.au/>

About MSL Solutions Limited

MSL Solutions Limited is the owner of: Micropower, iseekgolf and Zuuse.

MSL Solutions Ltd is a business based on the ownership, acquisition and sale of market leading software solutions. Our model is to build an asset base of exceptional quality software organically and through acquisitions.

Micropower is an enterprise software solution for clubs.

Iseekgolf.com is an online distribution and marketing channel for golf clubs.

Zuuse is an enterprise BIM (Building Information Modelling) solution that links all asset information to a 3D Model.

<http://www.msolutions.com.au/>