



## **Enprise Group Expands Capabilities with Acquisition of RECIPE marketing**

**AUCKLAND, 26 August, 2024. Enprise Group (NZX: ENS) is pleased to announce that its subsidiary, Kilimanjaro Consulting, has acquired a shareholding in RECIPE marketing, an award-winning HubSpot Platinum Solutions Partner. This strategic acquisition strengthens Kilimanjaro Consulting’s commitment to delivering exceptional value and innovative solutions to its clients across the ANZ region.**

RECIPE marketing specialises in providing strategic consulting and advanced application solutions tailored to optimise front-office management and revenue operations. Their services span consultation, onboarding, integration, coaching, and training, focusing on enhancing the entire customer lifecycle, from lead generation to customer retention.

“There are clear synergies between Kilimanjaro Consulting and RECIPE marketing. We both operate in the same market tiers and verticals and share a common commitment to enhancing efficiency and driving innovation for our clients. This partnership enables us to offer more comprehensive solutions, covering front-office and back-office operations, from customer-facing functions to core financial and operational systems,” says Ronnie Baskind, Group Managing Director, Enprise Group.

“We are in the thick of a global ‘Crisis of Disconnection’: there are rapidly growing gaps between data and systems, cross-functional teams, and companies and their customers,” says Soazik Shearer, Director of Sales & Revenue Growth, RECIPE marketing. “The partnership between Kilimanjaro Consulting and RECIPE marketing creates a powerhouse full-service business consultancy designed to help businesses connect the dots between front office and back office, ERP and CRM. Our merger positions both entities for growth and expansion.”

Annie Swann, Head of Solutions Strategy & Architecture, RECIPE marketing, said “Smarketing has long been hailed as the primary driver of business performance, but it’s now to narrow a focus for scaling organisations. We’re elated to join forces with Australasia’s largest, most experienced implementer of MYOB Enterprise Solutions and a smart, solution-led team to bring a shared vision of growth enablement through technology to businesses across the Pacific.”

As a HubSpot Platinum Solutions Partner, RECIPE marketing’s deep expertise in deploying HubSpot’s suite of CRM, marketing, sales, and customer service tools will now be available to a broader client base through Kilimanjaro Consulting. HubSpot’s platform is widely recognised for

its ability to unify customer data and streamline processes, allowing businesses to connect more effectively with their customers.

Stephen Friend, ANZ Director - Client Success & Partnerships at Kilimanjaro Consulting, added: “We’re thrilled to welcome RECIPE marketing to the Kilimanjaro Consulting family. By combining Acumatica’s industry-leading cloud ERP with HubSpot’s best-in-class CRM, we’re delivering a powerful solution that covers the full spectrum of business needs—accelerating growth, boosting efficiency, and driving measurable results for our clients.”

This acquisition solidifies Kilimanjaro Consulting’s commitment to providing end-to-end technology solutions that address the entire customer lifecycle.

For more information, please contact:

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**About Enprise Group:**

Enprise Group (NZX: ENS) is an investment vehicle for high-growth tech companies that complement the core specialist ERP capabilities of the wholly-owned subsidiary, Kilimanjaro Consulting.

**About Kilimanjaro Consulting:**

Kilimanjaro Consulting is a specialist ERP implementation and support consultancy representing MYOB Enterprise solutions, including the industry-leading Acumatica cloud ERP solution. It is committed to helping businesses achieve their goals through the effective and efficient use of technology.

**About RECIPE marketing:**

RECIPE marketing is an award-winning HubSpot Platinum Solutions Partner practice, specialising in strategic consulting and advanced application solutions for front-office management and revenue operations.

**Ends.**