



## Apex Computers and AssurIT Announce Merger

**JUNE 2011**

We would like to announce today that Apex Computers and AssurIT are officially operating as one. The combination of the AssurIT managed services business together with the Apex mid-market infrastructure business creates a company that will provide a breadth of services and support unique in the industry.

The new company will be re-branded under one name: **APSU (APex and asSURit)**.

Merging the two companies creates extensive synergies, with no overlaps or duplications in the combined entity. APSU will be able to cover the full spectrum of today's IT needs from On-Site Infrastructure through to Managed IT Services and Cloud Computing Solutions, aiming to be your supplier of choice whatever your "mix" of requirements are.

AssurIT has been in the managed services business for over 20 years and, like Apex, has an extensive, long-standing and loyal customer base. This, together with the Apex name and reputation in the mid-range marketplace, will enable the new company to accelerate its growth plans.

Although Nick King (Apex CEO) remains as a shareholder in the business, he has decided it is time (after more than 18 years with the business) to pursue his other interests, predominantly in his role as fund-raiser for the charities close to his heart. He will now hand over operational responsibility to the new board of directors. Along with Nick, all of the current Apex Directors remain as shareholders of the new combined business.

Klaus Lovgreen joins the board of directors. He founded AME Info in 1993, and it became the leading provider of online information in the Middle East. In July 2006, AME was acquired by EMAP Plc. Following the sale of AME, Klaus became an 'Angel Investor': in 2009 he made the TechCrunch 'Top Angels' list, and in 2011 he was positioned at number 55 in the Telegraph's Most Influential Technology Investors in Europe.

Klaus has made a substantial investment in the new entity, and will be taking an active role in the on-going promotion and strategy of APSU.

**END**