

“CHAMP Ventures was very responsive throughout their involvement in Dexion. They acted as a sounding board for the management team when implementing new initiatives, and provided the necessary financial support. Best of all, they recognised management’s vision for the company and gave us the space to execute.”

Brent Fuller, former Managing Director, Dexion Limited



Dexion grew from an early innovator in 1947 to a global leader in industrial and commercial storage solutions. However by 2003, the European parent company was experiencing financial difficulties. When the management team of Dexion’s Asia Pacific business approached CHAMP Ventures, we recognised the strength of the company’s brand, intellectual property leadership and extensive distribution network throughout the region.

CHAMP Ventures completed a regional buy-out in August 2003, working in partnership with three members of Dexion’s senior management team.

Following the acquisition, Dexion’s management team revelled in having a more understanding local partner. The Dexion brand was reinvigorated through an extensive marketing campaign. The sales and distribution network was also restructured to improve Dexion’s focus on key customer segments, a move that significantly increased sales.

The team was also able to move quickly to exploit market opportunities, including the launch of a new commercial shelving line and a sales push into established Asian markets, as well as new, high growth segments in the Middle East.

CHAMP Ventures invested heavily to support these initiatives, ensuring sufficient resources and production capacity to meet market demand.

Dexion listed on the Australian Stock Exchange in April 2005 and its share price has since increased significantly.

KEY POINTS

Solid business with unrealised potential

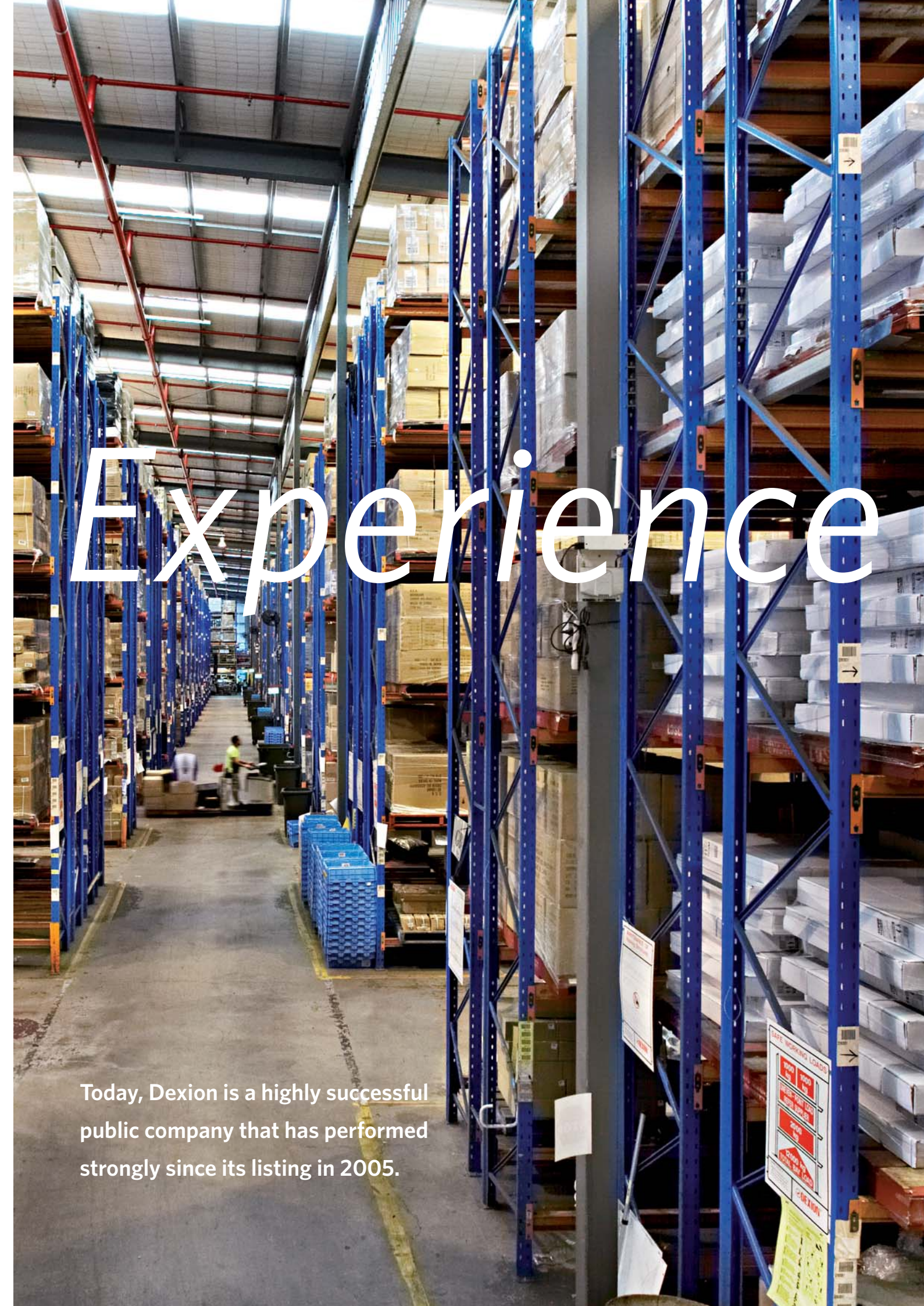
Quality management team

Leveraged strong IP position to expand into Asia and the Middle East

Management time freed to address local priorities

Reinvestment in Dexion brand

Capital for growth in new markets and new products



Experience

Today, Dexion is a highly successful public company that has performed strongly since its listing in 2005.