



## MEDIA RELEASE

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### First Foreign Investment by Brian Bell Group.

On the 30<sup>th</sup> of June 2021 Brian Bell & Company Ltd acquired its first overseas investment with the acquisition of Australian based **Orange Digital**. Orange Digital is an Australian Digital Services business located in Brisbane, Australia and has been operating successfully for 12 years at the forefront of digital marketing in Australia.

This is a proud moment for the Brian Bell Group. As a 100% PNG owned company that has operated in PNG for 63 years, the Group continues to invest heavily in the future of the country. Over the past 5 years, the Brian Bell Group has established more than K300,000,000 in strategic capital projects, delivering significant property developments and investing in all areas of its operational performance to provide a better customer experience across each division and throughout the country.

Over this time we have also worked with our marketing partners at Colony Group to re energise our brand and modernize how we engage with our customers. This work will continue while Orange Digital will start to play a role in shaping our digital strategy.

“This is great news for our business and a coup for a Papua New Guinean company to be buying an Australian business. This is rare and something to be proud of” said Brian Bell Chairman Mr Ian Clough.

Brian Bell Group is in the process of establishing a new 3–5-year business plan which will continue to see further investment in its PNG business operations delivering further growth as well as a stronger focus on partnership with several its key suppliers. Brian Bell Group sources much of its product from significant global partners and recognised brands throughout the world.

“We are often asked if we operate outside of PNG. For 63 years we have established ourselves throughout PNG as the premier retailing Group delivering Quality, Service and Value. This investment in **Orange Digital** in Australia is very strategic for us and over time will offer enormous potential and value with new digital technology services. It’s a great team at Orange and a wonderful new asset for our Group” said Brian Bell CEO Mr Cameron Mackellar.



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