

# Merger Announcement

**(London, New York, Sydney - 12 December, 2006)** Rogen International, the management training and consulting group and the Si Group, the UK- based specialist in enhancing performance through motivation and mindset change, have announced their global merger.

The merger creates a global firm, to be known as RogenSi with over 120 consultants operating in the UK, Europe, North America, Middle East, Asia, Australia and New Zealand. 100% of the ownership of the merged business is shared between the directors in the group.

Rogen is best-known for its skill development and consulting work, in the areas of sales performance, leadership, pitching and persuasive communication. The Si Group has a global reputation for providing inspirational coaching in motivation, and mindset change. The merged companies complement each other and offer a full range of training, coaching and advisory services covering the knowledge, skills, processes and mindset required to drive results, support leaders and inspire change.

The Rogen and Si client list includes many of the world's leading organizations, including JP Morgan, Novartis, Woolworths, Royal Mail, Telstra, National Australia Bank, KPMG, Merrill Lynch and BT.

Rogen Managing Director Jim Robertson, who will assume responsibility as RogenSi Managing Director, said: "RogenSi answers the question that faces many business leaders: 'How is it that my people all receive the same education, the same training, the same compensation, the same resources...yet a few always consistently outperform the rest?' RogenSi now has the answer, by helping leaders and team members develop the skill, the will and the way to win."

"You can have the best knowledge, skills and processes in the world, but if the attitude is not there, the team will not reach peak performance. And equally, you can have the best will in the world, but without the skills, in particular, and also the knowledge and processes, you will still fall below optimum performance. RogenSi now provides clients with the four cornerstones of sustained peak performance: The knowledge, the skills, the processes and the mindset. If you can combine these ingredients in your business team you will find they have a multiplying, not additive, impact."

Si Group CEO Andy Wolfe reinforced the benefits of the merger to the RogenSi clients, saying "as well as combining our expertise in developing 'the skill, the will and the way' needed for our clients to perform at their peak, the merger enables us to serve clients more effectively on a global footing, and to capture and share best practice experience around the world. This will allow us to work with our clients to build sales, grow leaders and drive change across all their international sites"

"Solutions are now also delivered in a wider range of formats," said Mr Wolfe, "from one-on-one coaching and bespoke consulting engagements through to training programs and conference production, keynote speaking, video and e-learning support."