

Press Release

Keltec Announces New Managing Director
as the Company Prepares to Drive its Next Stage
of Growth and Development



Keltec Board appoints Simon Pemberton to key management position with the remit of continuing to drive the company's revenue growth and increased profitability

15 February 2012 – Reading, Berkshire, UK – Keltec, a leading provider of IT solutions, IT support and IT managed services, today announced the appointment of Simon Pemberton as Managing Director. In this new appointment, effective 1st January 2012, Pemberton brings over 15 years of experience in the IT and communications industries. The appointment comes as a result of promotion from Sales & Marketing Director, recognising Pemberton's success in recent years in growing Keltec's revenue performance and profitability.

In his new role Pemberton is responsible for setting Keltec's strategic direction and ensuring the company achieves its business plan's projected high-growth objectives. This includes an anticipated annual revenue growth rate of over 30 per cent, which is above the current average among comparable IT industry players. Niven Rose, remains as Financial Director and Chief Operating Officer.

"Keltec has reached the stage in its evolution where the company needs to build on its successes, as we are now starting to see good growth," said Keltec's Co-Founder and Board Member Brian Griffiths. "We are at the beginning of our next phase of growth and development as an organisation. The Board wants to move to put the company in a strong position for the future and drive significant growth."

He continued: "We want to hand the reins to a trusted and proven leader. Simon knows Keltec inside out. He's done an outstanding job over the last 10 years, playing the leading role in sales, sales management, and sales and marketing, as director. He has insightful ideas and clear views about the strategy for taking the Keltec organisation through the next five years."

As new Keltec Managing Director, Simon Pemberton said: "I'm delighted to have the job of steering and growing Keltec. I've led the task of stabilising the company and achieving its growth over the last two years, even reaching 20% growth rates in the past 12 months. We've seen an increase in profitability too, which during these tough economic times is remarkable. My job now is to continue that success, driving future success through a focused growth strategy."

He added: "I aim to double turnover over the next three years. I believe that given my understanding of the industry and the business of Keltec, I have the vision to grow it. It goes without saying that central to Keltec's business is how we treat customers. That's been the foundation of our success and growth over the last few years while others have floundered. Our customer focus is second to none."

Pemberton continued: "I've thrived on making the most of the strengths I see in the talented and skilled people at Keltec, and making sure their strengths help us to meet customer needs in the most effective

way. Thanks to our capabilities, I see massive potential in sharpening our customer focus. For me personally, an exciting time in making sure this potential is realised.”

Rose, who continues as Financial Director and Chief Operating Officer, believes Pemberton’s appointment gives the company a new and respected figurehead to help it achieve its ambitions. “We’ve not had a managing director for the last seven years, though we have maintained a successful course and we see a bright future ahead. Simon brings the energy and vision to make sure we realise that future,” said Rose.

Pemberton says it is too soon for him to fully articulate his strategy for Keltec’s future, but says it will involve changes and new emphasis as he puts plans in place to target growth, innovation and integration expertise. “I believe innovative IT infrastructure solutions and strong lasting relationships with customers, partners and employees lie at the heart of Keltec’s successful future,” he said.

“We will be delivering state-of-the-art technologies and services to help Keltec customers address the challenges we face. We will also be intensifying our focus on excellence for customers, continuing to build on our hard-earned reputation for ‘going that extra mile,’” he added.

Pemberton comes to the job on the back of almost 11 years with Keltec, working up the ranks through the roles of Account Manager, Sales Manager and Sales & Marketing Director, for last two years. He has been in the IT industry for 15 years and prior to joining Keltec worked for IT services company Datalect and PSU Computers.

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