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### **BI WORLDWIDE Australia invests in THE VERITAS GROUP**

Melbourne, Victoria, November 30, 2015 – BI WORLDWIDE (BIW), the global leader in employee engagement, sales force effectiveness and customer engagement, announced today a strategic equity investment to hold controlling interest of THE VERITAS GROUP, one of Australia’s foremost event management organisations with industry leading clients across the Asia-Pacific region. “Our investment in The Veritas Group adds a talented team to BI WORLDWIDE, allowing us to strengthen our meetings and production capability in Australia and the Asia-Pacific market,” stated Tricia Mikolai, Managing Director of BI WORLDWIDE Australia.

Eugene Kennedy, Managing Director of The Veritas Group added “The BI WORLDWIDE investment in Veritas widens our service offering to our clients and provides BI WORLDWIDE with an enhanced events capability in the Asia-Pacific region; the entire Veritas team is delighted to be part of the BIW family and we look forward to a great future together.”

#### **About BI WORLDWIDE**

At BI WORLDWIDE, our mission is to produce measurable results for our clients by driving and sustaining engagement with their employees, channel partners and customers. We help clients and their brands engage in a socially connected world through technology that links multi-cultural channel and employee audiences. Supporting 120 countries through eight global headquarters and operating in 22 languages, BIW continues to bring best in class solutions to our global and regional customers. For more information, please visit [biworldwide.com](http://biworldwide.com).

#### **About The Veritas Group**

[The Veritas Group](#) is a leading Australian events organisation bound by an affinity for excellence. Established in 1992, Veritas is a dynamic group of event planners specialising in creative solutions including trade shows, conferences, incentive programs and bespoke experiences. At the core of their work is a passion for creative, meticulously executed event experiences in partnership with their client.

