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1 February, 2024

## **Pickles acquires Jeal**

Pickles Auctions Pty Limited ("Pickles") is delighted to announce it has entered into an agreement to acquire Jeal Computer Services Pty Ltd ("Jeal"), a prominent technology supplier catering primarily to automotive dealerships in Australia. This acquisition encompasses Jeal's distinctive product offerings, including EasyCars, Workshop Mate, and shopforcars.com.au.

EasyCars stands out as a Dealer Management System (DMS) renowned for its emphasis on simplicity, competitive pricing, and the enduring trust it has fostered over the years with its dealer clientele. Workshop Mate is specialised software tailored for the efficient management of mechanical workshops, and shopforcars.com.au compliments the suite as an exclusive, dealership-only auto classified website.

Jeal fits strategically into Pickles vision of providing its customers with access to cutting-edge and market leading software. Many of Jeal customers are already Pickles customers and the acquisition aims to bring an improved and seamless process to wholesale trading in the used automotive market.

Bruce Maclennan, Chief Executive Officer of Pickles, expressed his enthusiasm, stating: "We are thrilled to welcome Jeal into the Pickles team, expanding our end-to-end connections with dealers. This acquisition places Pickles in a privileged position, enabling us to add value through data, innovation, and technology."

Michael Jeal, Director of Jeal adds: "We share the same vision for innovation as Pickles, and we're looking forward to the next chapter of Jeal for our team and our valued customers."

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