

PRESS RELEASE

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ICSGgroup is pleased to announce Hi-Tek Projects has been successful in its tender with for the refurbishment of Global Red Australia Pty Limited offices at Fujitsu Building, Level 5, 15 Blue Street North Sydney.



The building is located in the North Sydney CBD above the railway station, opposite Greenwood Plaza and the Optus tower. It occupies a prominent position on the North Sydney skyline with views of Sydney Harbour from all levels. 15 Blue Street is a building with ground floor retail space, 19 levels of office accommodation and four levels of car parking.

Global Red uses intelligent infrastructure to deliver highly targeted multi-channel event and trigger based communications which deliver more personalised offering and benefit based rewards to customers who increase their brand loyalty to Australia's leading companies.

By integrating data from the on and offline world, customer wants and needs are met through innovative, individualised campaigns via DM, SMS, MMS, email and the web.

As an authority on behaviour based marketing and customer engagement, Global Red is able to deliver unique customer focused marketing programs to ensure optimum and measurable results.



"We really like working with Iconic customers who appreciate quality workmanship and a "funky" office design", said David Goggins. Our refurbishment within the North Sydney CBD in a beautiful building, with a board room capturing Sydney's beautiful harbour, allows us to do things that are quite remarkable. The works will include some technology rich components, indicative of a prominent Customer Engagement Agency's special requirements".

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About ICSGgroup: ICSGgroup is a privately owned Australian company specialising in acquiring and growing strong businesses in the Technical Building and Portfolio Asset Services Sector. ICSGgroup is committed to providing the highest levels of service and innovation by leveraging our relationships, intellectual property and the deep industry knowledge of our key personnel.