



AN ANTICIMEX COMPANY

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Media Release

Flick Anticimex grows its market share in Ipswich, QLD through the acquisition of Cruice Pest Control

Flick Anticimex continues its acquisition initiative in 2024 through the acquisition of Cruice Pest Control and strengthens the local operations in Ipswich, Brisbane across the residential and commercial service sectors.

Cruice Pest Control is led by Anthony and Robbie Cruice, who have been running the business for 17 years. During this time Cruice Pest Control has grown the business to be a brand name with a strong reputation in the Brisbane both amongst the residential and commercial customer base.

Anthony and Robbie Cruice, Directors of Cruice Pest Control commented:

"Firstly, we would like to thank our team, suppliers, and customers for being part of our business for the past 17 years. Our success and achievements are because of our passion to deliver. Joining Flick Anticimex represents for us a great opportunity. Being part of Flick, leveraging from their international experience as part of Anticimex Group, will allow us to further improve the quality level of our services by developing alternative and preventive SMART pest control solutions and offering Flick Home Protection. We are also pleased that our employees will be able to take advantage of new possibilities by being part of this growing global organisation. We are very proud of the success that our family-owned business has achieved, thanks to our team and to our customers."

Stephen Smith, Regional General Manager – Brisbane Region, Flick Anticimex commented:

"I am excited about this merger, as Cruice Pest Control is a respected and well-established business based in Ipswich, Brisbane. Anthony and Robbie have fostered strong relationships with both residential and commercial clients over the years, contributing significantly to Cruice Pest Control's success. We are excited to work alongside their team, as their dedication to excellence for both employees and customers aligns perfectly with Flick's approach. By combining our years of experience with cutting-edge technology, we aim to deliver an even better customer experience."

For more information, please contact:

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About Flick Anticimex

Flick is a strong established brand within the pest control industry in the Australian marketplace. Commencing operations in 1918 and we now have over 1,600 professional staff and service over 325,000 customer sites annually. We protect over 58,000 commercial sites and 225,000 residential customers from pests every year. We also keep our commercial customer's

premises hygienically clean by servicing over 60,000 washrooms sites. Flick Anticimex is regarded as Australian's No. 1 Pest Control and Hygiene company, and New Zealand's modern pest control company.

Anticimex Group is the modern pest control company. Through prevention, new technology and sustainable solutions, we meet the new demands for healthy environments, for both individuals and businesses. Anticimex employs more than 11,000 employees and operates in 21 markets worldwide. Total revenue in 2023 amounted to approximately AUD 2,3 billion. Read more at [flick.com.au](https://www.flick.com.au) & [anticimex.com](https://www.anticimex.com)