



1 March 2018

Genesis Communications and CSE – W. Arthur Fisher merger

I write to advise you of some exciting news for our company. Genesis Communications Limited has identified a strong strategic “fit” with long-standing, East Tamaki-based automation and control company CSE - W. Arthur Fisher Limited, and the two businesses are to merge, effective 1 March 2018.

Genesis Communications has been providing Motorola communications products, solutions and services to clients for over 25 years, and CSE – WAF can point to an even more impressive longevity on the New Zealand scene, having supplied quality products, solutions and engineering services to its customers since 1927 - over 90 years. The CSE – WAF business is a part of a wider CSE Global group of companies delivering communications and control and automation products and services across the Asia & North American regions. CSE Global is represented in over 20 countries, with 40 offices and employs over 1,100 staff.

A number of CSE Trans-Tasman resources will be available to our CSE Genesis team in order to enhance our capabilities and the value we are able to deliver to our customers, through the wider CSE Global Group including CSE Crosscom, Australia’s largest radio systems provider.

Combined, the two companies will be able to provide complete critical communications, automation, telemetry, power protection, process control products and solutions to our existing Aviation, Local Government, Emergency Services, Security, Transportation, Healthcare, Water, Power, Oil & Gas, Processing, Manufacturing and our many other commercial customers. We see some strong synergies in our two product lines and look forward to bringing the benefits of those to you.

Our combined staff of 31 includes experienced Admin, Sales, Applications and Engineering teams, offering an extensive product range and complete engineered solutions along with local support, from offices in Auckland, Wellington and Christchurch. We’re pleased to advise too that the merger has brought minimal disruption to the team and you can expect the same familiar faces to provide your service and support; your contacts will remain the same. There will be some requirements to change some of our details over the course of the next month, and we appreciate your patience through this period.

Thank you for your past and ongoing support for Genesis; we look forward to continuing to bring you communications solutions, along with an exciting array of new offerings in the Enterprise Applications, Instrumentation, Control Systems, SCADA, Sensors, Valves, Power Protection, Power Quality and Monitoring, Medium Voltage Motors and Drives and Engineering services areas, under the new company.

Your account manager will be in touch within the next few weeks to discuss our changes and how this merger will be able to grow the value that we are able to provide to your business.