

## PRESS RELEASE

### For immediate release

[Snowden Optiro](#), a premier mining advisory firm, has been created following the acquisition of Optiro by Datamine.

Today, Datamine has assembled one of the world's most talented mining consulting and advisory teams. Datamine is delighted to announce the acquisition of Optiro, a market leading advisory and mining consultancy.

The Optiro business will be merged with the Snowden business, which was acquired by Datamine in 2020, to form Snowden Optiro. Together, this team offers our customers one of the most experienced and technically competent mine consulting and advisory groups in the world.

Through the combination of Snowden and Optiro, our customers will be able to access expert advisory services throughout the full project life cycle, as well as training in geology and mining engineering best practices from a global team of experts.

"We have been extremely encouraged by the success of Snowden", says John Bailey, Datamine COO – APAC. "The creation of Snowden Optiro extends our range of advisory services. From project discovery through to mine closure, our customers can draw on a team of advisory and technical services experts complemented with industry-leading software technology. The Optiro team includes some of the most respected resource geologists in the world. We look forward to their contribution into future releases of our software."

"The businesses are a complementary fit", says Tarrant Elkington, General Manager – Snowden. "We both share an unwavering commitment to delivering high-quality advisory services and professional development training to our clients. With Datamine's global footprint, Snowden Optiro can offer advisory services around the world. The well-regarded professional development course content and industry experts provided by Snowden and Optiro will be available worldwide."

"We are thrilled to be joining our colleagues at Snowden, says Mark Warren, Optiro Managing Director. "The Optiro business was founded on the principle of delivering optimised solutions whilst de-risking mining investment decisions. The assembled Snowden Optiro team has an unparalleled depth of experience backed by Datamine's proven track record for investment in innovation. This gives Snowden Optiro the capacity to address the most complex mining challenges. This merger is a great outcome for our people and for our mining, exploration, and investment clients. We look forward to providing great outcomes for our clients through the new Snowden Optiro team".

**About Optiro**

Optiro offers independent advice, consulting and training to the mining and exploration industries, as well as their advisors and investors. Collectively the knowledge and expertise gained over the years of the organisation's existence span many decades. The company's wealth of mining industry experience, combined with its reputation for high-quality consulting and advisory services has made Optiro one of the premier international consulting groups.

**About Datamine**

Datamine is the world's leading provider of technology to seamlessly plan and manage mining operations. With operations in twenty countries, Datamine provides solutions spanning exploration, resource modelling, mine planning, operations, logistics and marketing to over 6,000 companies worldwide. Our implementation, training and advisory services ensure customers receive industry-leading support and leverage full value from their technology investment.

**About Snowden**

Snowden is a mining advisory, training, and software business that supports mining companies and their investors in evaluating new mines, improving the performance of existing operations and complying with regulatory requirements. Snowden has strong capability in resource geology, mine planning, corporate advisory, data management, software development and project management.

**For media enquiries please contact:**

**Esa Immonen**, VP – Customer Experience, **Datamine**

**Email:** [Esa.Immonen@dataminesoftware.com](mailto:Esa.Immonen@dataminesoftware.com)