



Pemba
Capital Partners



elevenM

Specialist cybersecurity, privacy, AI and data governance advisory firm serving clients across Australia.

THE CLIMB

Cybersecurity, governance & advisory services

ctrl:cyber continue their advisory expansion in cybersecurity with elevenM

ctrl:cyber (Ctrl) strengthens its cybersecurity leadership through the acquisition of elevenM, adding high-margin advisory capabilities in privacy, AI and data governance, deepening its Sydney presence and accelerating its strategy to deliver end-to-end security solutions.

THE PARTNERSHIP

ctrl:cyber has acquired elevenM to expand its advisory depth and geographic footprint. Founder Peter Quigley and his leadership team will continue in key roles, partnering with Ctrl to drive cross-sell, capability expansion and sustainable growth.

ABOUT ELEVENM

Founded in 2016, elevenM is a specialist cybersecurity, privacy, AI and data governance advisory firm serving mid-market and enterprise customers across Australia. The business delivers strategic advisory, governance frameworks and technical security services, with particular strength in privacy and data governance. elevenM has built long-standing client relationships with leading organisations including Woodside, nbn, QBE and UNSW. Revenue is diversified across contracted and repeat engagements, supported by a highly credentialed senior team with deep industry experience.

STRATEGIC RATIONALE

The acquisition materially strengthens Ctrl's advisory capability and enhances its presence in Sydney, a key strategic market. elevenM adds complementary services across privacy, AI governance and data strategy, broadening Ctrl's end-to-end offering to customers seeking integrated cyber and risk solutions.

There is a clear and actionable cross-sell opportunity. elevenM's advisory relationships provide a pathway to introduce Ctrl's penetration testing, ROC subscription and managed security services, while Ctrl's existing client base creates demand for

enhanced governance and data capabilities. The combined group benefits from overlapping customer segments, aligned pricing models and shared decision makers.

Importantly, elevenM brings a high-calibre leadership team with deep domain expertise and strong industry networks. Founder Peter Quigley joins as Director of Cyber Advisory, alongside experienced leaders in privacy, AI and business development, further strengthening Ctrl's bench as it scales.

VENDOR PERSPECTIVE

“Joining Ctrl is a natural next step for elevenM. From our first discussions, it was clear that we share a commitment to high-quality advisory work and long-term client relationships. Ctrl's complementary services allow us to deliver a broader, truly end-to-end offering to our clients, while providing our team with greater career opportunities and the backing to scale nationally. We're excited to partner with Ctrl's leadership to build a leading cybersecurity and governance platform.”

PETER QUIGLEY - FOUNDER, ELEVENM

LOOKING AHEAD

Together, Ctrl and elevenM are building a differentiated cybersecurity leader with deep advisory capability and scalable subscription revenue. The focus is on disciplined integration, cross-selling across the combined client base and investing in talent and systems to support growth. With enhanced capability in privacy, AI and data governance, the group is well positioned to capture increasing demand for integrated cyber, risk and compliance solutions across Australia.

ABOUT PEMBA

Pemba is actively looking to partner with other high-quality opportunities in specialist IT services. If you are considering external investment and would like to learn more about a Pemba partnership. Please email opportunities@pemba.com.au.

PEMBA CAPITAL PARTNERS HAS EXPERTISE IN THE FOLLOWING SECTORS

Business Services / Healthcare / Education & Training / Non-Bank Financial Services / Technology



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