Lead Lists Data Solutions
ABN: 53 634 428 470
ACN: 634 428 470

Lead Lists Acquires SamplePages to Expand Support in the Market Research and Advocacy Sectors

Lead Lists is pleased to announce the acquisition of SamplePages, effective 1 July 2025. This strategic move expands Lead Lists' footprint in the market research and advocacy sectors, where SamplePages has built long-standing, trusted relationships.

With a proven track record of supporting organisations across politics, medical research, charity, not-for-profit, and the wider services sector, Lead Lists continues to grow its reach and capabilities. The acquisition strengthens this foundation and enables the delivery of even more tailored data solutions to research-focused organisations.

As part of the transition, Lead Lists is working closely with the SamplePages team to ensure continuity of service and a smooth handover for existing clients. Their deep sector knowledge and longstanding client relationships are a key part of this process.

> *"We've long respected the way SamplePages operates. Their commitment to compliance, data integrity, and client service aligns perfectly with our values,"* said Chris Cox, CEO of Lead Lists.
>
> *"This acquisition allows us to serve a broader range of organisations with the same focus we've always had: data you can trust, delivered by people who understand your needs,"* Cox continued.

SamplePages undertook a rigorous review process before finalising the agreement, ensuring strong alignment in culture, client care, and data standards.

Clients can expect uninterrupted service, now backed by the enhanced capabilities and dedicated support of the Lead Lists team.

For further information or support during the transition, please contact data@leadlists.com.au.

P: (03) 9021 3747
P: 1300 535 397

Suite 60, Level 2/1341
Dandenong Rd,
Chadstone VIC 3148

E: info@leadlists.com.au
W: leadlists.com.au