



FOR IMMEDIATE RELEASE

Launchit Solutions Completes Acquisition of 2Gen Digital

Toronto, ON – February 18, 2025 – Launchit Solutions Inc. (“LSI”), a pioneering health technology studio known for accelerating growth in the digital health space, announced today its asset acquisition of 2Gen Digital (“2Gen”), a digital agency specializing in design and development with over 25 years of experience. This acquisition enhances LSI’s capabilities in building innovative technology that is designed and built in Canada. Together, LSI and 2Gen will support healthtech innovators, pharmaceutical companies, hospitals, municipalities, and many other organizations to drive meaningful innovation for our customers.

By integrating 2Gen’s expertise and team, LSI enhances its capacity to support healthtech innovators, pharmaceutical companies, hospitals, municipalities, and a broad range of organizations committed to advancing digital solutions. The acquisition expands LSI’s design and development capabilities by nearly 50%, positioning the company for rapid scaling to meet the increasing demand for its innovative portfolio in Canada and global markets.

“With the addition of 2Gen, we are reinforcing our commitment to becoming Canada’s leading healthtech innovation company,” said Jamie Harsevoort, CEO of LSI. “This acquisition not only enhances our design and digital capabilities but also ensures we have the critical skills and resources to scale effectively as we continue our global expansion.”

Since its founding in 1998, 2Gen has been at the forefront of digital technology, serving a diverse client base with high-quality design and development solutions. Its customers will benefit from access to LSI’s expanded resources while continuing to receive the exceptional service and expertise they have come to trust. This acquisition enables LSI to offer an even broader suite of services, ensuring both 2Gen’s and LSI’s clients gain greater value and innovation-driven solutions.

“Our team is incredibly excited about this new opportunity and collaboration with LSI. Digital technology has become more robust and complex, and by working together, we can extend our reach and impact. While we remain fully committed to serving our existing clients, this



partnership allows us to expand into new markets with enhanced resources, delivering even greater value and innovation.

Additionally, this collaboration provides our colleagues with more flexibility to grow their careers and broaden their horizons—personally, professionally, and geographically. As we begin the process of bringing these businesses together, we are committed to minimizing disruptions. Our clients deserve stability, and so do our teams, and we will ensure a seamless transition while continuing to provide the high level of service and expertise they expect“, says Mark Wu, co-founder of 2Gen Digital and now the Chief Sales & Marketing Officer of LSI.

For more information about the acquisition and the future of LSI’s expanded offerings, visit [Launchit Solutions](#) and [2Gen](#).

Jamie Harsevoort

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