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New Melbourne agency Keplyr launches targeting the regulated industries most agencies avoid

New agency pairs actuarially-modelled calculators with search and content strategy for superannuation, financial services, healthcare, energy and recruitment brands

MELBOURNE, Australia - New Melbourne agency Keplyr has launched targeting the regulated industries most agencies avoid - superannuation, financial services, healthcare, energy and recruitment - pairing actuarially-modelled calculators with search and content strategy built for sectors where getting it wrong has real consequences.

Founded by Mehdi Qerim, previously of Yoke Digital and SGY, Keplyr pitches itself as a digital partner that starts with diagnostic advisory work before building or marketing anything. The compliance overhead, legal sign-off and regulatory scrutiny that come with regulated industries put most generalist agencies off - which is exactly the gap Keplyr is going after.

Qerim said the mix is what sets Keplyr apart.

“Many are scared off by regulated industries, but that’s where we thrive. Our mix of products, services and knowledge is genuinely unique and is what empowers us to cut through the noise of compliance, jargon and regulation to achieve real engagement,” he said. “While we enjoy and appreciate opportunities across all sectors, we have developed a particular specialty in the financial services and superannuation sectors, continuously improving member knowledge and outcomes.”

The agency’s model runs across three areas: Advisory work that diagnoses what a client actually needs before anything gets built or marketed; Build, covering interactive tools, calculators and the technical infrastructure behind them; and Grow, covering search, social, MarTech and content strategy. A key product is its proprietary retirement forecasting Projection API, developed under actuarial oversight and benchmarked to the ASFA Retirement Standard, alongside a suite of white-labelled calculators and engagement tools, an interactive guided learning platform, and a MarTech platform that turns calculator engagement into qualified leads.

The approach already has a track record. Under the team’s previous SGY brand, the calculator technology now underpinning Keplyr’s products drove more than 300,000 engaged sessions in FY25/26, with roughly 77% of users completing tools that ask them to input personal financial information across several screens. On the search side, one medium-sized super fund client saw a 262% year-on-year increase in organic search sessions to a key website section, while recruitment company Synergie Australia recorded a 90% quarter-on-quarter increase in conversions from organic search.

The name Keplyr is a nod to 17th-century astronomer Johannes Kepler, who found order in what looked like chaos to everyone else.

“In the 17th century, Johannes Kepler looked to the stars above and found order and structure in what seemed to be chaos to others. We really like that, and Keplyr today has the same mission - to bring clarity to areas and industries that can be complicated and confusing,” Qerim said.

Travis Brett, formerly of SGY, The Lumery and Reactive - the latter two acquired by Accenture Song - continues as Chief Operating Officer, a role he has held for more than a year and now carries into Keplyr.

“I’m genuinely proud of the team’s achievements over the last year, growing from an agency into a true digital partner that builds complex products for regulated industries, and pairs them with the strategy and marketing that make them work. Along the way we’ve developed our own operating model, combining deep experience in superannuation, financial services, healthcare and energy with our own SaaS platforms,” Brett said. “Keplyr reflects where we’ve arrived: products used by hundreds of thousands of people, backed by strategy, MarTech and

support built for sectors where getting it right matters most. I'm very excited to introduce the team, products and services to the market."

Keplyr is based in Melbourne with a senior team of seven, and launches already working with a roster of clients in super, finance, healthcare, energy and recruitment carried over from its work as SGY. The site, keplyr.com.au, is now live.

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About Keplyr

Keplyr is a Melbourne-based digital partner building complex digital products and driving growth for organisations in regulated, high-stakes industries: superannuation, financial services, healthcare, energy and recruitment. It is the new project of Mehdi Qerim, founder of Yoke Digital and SGY.

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