



STW COMMUNICATIONS GROUP LIMITED
ABN 84 001 657 370

APPENDIX 4D
30 JUNE 2014

Appendix 4D

Half year report

1. Company details

Name of entity

STW Communications Group Limited

ABN or equivalent company reference

84 001 657 370

Half year ended ('current period')

30 June 2014

Half year ended ('previous period')

30 June 2013

2. Results for announcement to the market

\$A'000's

2.1	Revenues from ordinary activities	Up	9.3% to	\$190,298
2.2	Profit (loss) from ordinary activities after tax attributable to members	Up	1.2% to	\$18,952
2.3	Net profit (loss) for the period attributable to members	Up	1.2% to	\$18,952
2.4	Dividends	Amount per security	Franked amount per security	
	Interim dividend declared	3.3¢	3.3¢	
2.5	Record date for determining entitlements to the dividend.	3 September 2014		

3. NTA backing

	Current period	Previous corresponding Period
Net tangible asset backing per ordinary security	(4) ¢	(6) ¢

4 Entities over which control has been gained or loss

Entity Acquired	Principal Activity	Date control acquired	Acquired %	Total Current Ownership Interest %	Cost of Acquisition \$'000
Cru Holdings Pty Limited	Digital Agency	1 st January 2014	51%	100%	100
DTMillipede Pty Limited	Digital Agency	23 rd May 2014	66.67%	66.67%	356

On 1 January 2014, Senior Minds Pty Limited (“Junior”) acquired an additional 51% of Cru Holdings Pty Limited (“Cru”) increasing its ownership interest from 49% to 100%. Cru is a full service digital marketing agency which operates out of Brisbane.

On 23 May 2014, DT Digital Pty Limited (“DT Digital”) acquired 100% of DTMillipede Pty Limited (“DT Millipede”). STW Media Services Pty Limited holds a 66.67% share in DT Digital. DTMillipede is a full service digital marketing agency which operates out of Melbourne.

5 Dividends

Individual dividends per security

	Date dividend is payable	Amount per security	Franked amount per security at 30% tax	Amount per security of foreign source dividend
Interim Dividend: Current year	24 September 2014	3.3¢	3.3¢	Nil
Previous year	10 September 2013	3.3¢	3.3¢	Nil

6 Dividend Reinvestment Plans

The dividend or distribution plans shown below are in operation.

A dividend reinvestment plan (DRP) will operate in respect of the interim dividend. The key terms of the STW Group DRP are:

- A 2.5% discount is applicable to shares issued under the DRP.
- No brokerage, commission or other transaction costs will be payable by participants on shares acquired under the DRP.
- Shares allotted under the DRP will rank equally in all respects with existing shares.
- The price at which shares are issued under the DRP is the volume weighted average market price of STW Communications Group Limited’s shares sold in the ordinary course of trading on the Australian Securities Exchange over a period of 7 business days beginning on 5 September 2014 and ending on 15 September 2014.

The last date(s) for receipt of election notices for the dividend or distribution plans

5 September 2014

7 Details of associates and joint venture entities

	Note	Consolidated Entity	
		June 2014	June 2013
		\$'000	\$'000
Share of equity accounted investments contribution to net profit:			
J. Walter Thompson Group	(a)	810	726
GroupM Communications (Mindshare)		2,153	2,072
Ogilvy Public Relations Group		419	356
Other contributions		1,384	1,129
Equity share of associated entities' net profit		<u>4,766</u>	<u>4,283</u>
(a) The J. Walter Thompson Group comprises Marketing Communications Holdings Australia Pty Limited, i2i Communications Pty Ltd and J. Walter Thompson International Ltd (New Zealand).			
Name	Ownership Interest		
	June 2014	Dec 2013	
Amblique Pty Limited	40%	40%	
Beyond Analysis Australia Pty Limited (iii)	49%	49%	
Bohemia Group Pty Limited	37.5%	37.5%	
Bullseye Group Pty Limited (iii)	40%	40%	
Campaigns and Communications Group Pty Limited	20%	20%	
CPR Vision Pte Limited (iii)	40%	40%	
Cru Holdings Pty Limited (i)	-	49%	
Enigma Communication Pty Limited (ii)	-	20%	
Evocatif Pty Limited	49%	49%	
Ewa Heidelberg Pty Limited (formerly i2i Communications Pty Limited)	49%	49%	
Feedback ASAP Pty Ltd	20.4%	20.4%	
Fusion Enterprises Pty Limited (iii)	49%	49%	
Houston Group Pty Limited	40%	40%	
Ikon3 LLC	20%	20%	
Ikon Perth Pty Limited	45%	45%	
J. Walter Thompson International Limited (New Zealand)	49%	49%	
Jamshop Pty Limited	40%	40%	
Marketing Communications Holdings Australia Pty Limited and its subsidiaries	49%	49%	
M Media Group Pty Limited and its subsidiaries	47.5%	47.5%	
Ogilvy Public Relations Worldwide Pty Limited and its subsidiaries	49%	49%	
Paragon Design Group Pty Limited	49%	49%	
Purple Communications Australia Pty Ltd	44%	44%	
Spinach Advertising Pty Limited	20%	20%	
TaguchiMarketing Pty Limited	20%	20%	
TCO Pty Limited	40%	40%	
The Origin Agency Pty Limited	49%	49%	

- (i) The Company purchased additional shares in this entity during the first half of the 2014 year, resulting in the acquisition of a controlling interest. As a result, this investment has been consolidated as a subsidiary in the current year and is no longer accounted for under the equity method.
- (ii) The Company disposed all of its shares in this entity during the first half of the 2014 year.
- (iii) The Company purchased shares in this entity during the first half of the 2013 year.



Robert Mactier
Chairman
Sydney
14 August 2014



Michael Connaghan
CEO & Managing Director
Sydney
14 August 2014