



STW COMMUNICATIONS GROUP LIMITED
ABN 84 001 657 370

APPENDIX 4D
30 JUNE 2015

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 2015

Half year ended ('previous period')

30 June 2014

2. Results for announcement to the market

\$A'000's

2.1	Revenues from ordinary activities	Up	16.2%	to	\$233,149
2.2	Loss from ordinary activities after tax attributable to members	Down	(487.3)%	to	\$(73,400)
2.3	Net loss for the period attributable to members	Down	(487.3)%	to	\$(73,400)
2.4	Dividends				
		Amount per security		Franked amount per security	
	Interim dividend declared		2.1¢		2.1¢
2.5	Record date for determining entitlements to the dividend.	2 September 2015			

3. NTA backing

	Current period	Previous corresponding Period
Net tangible asset backing per ordinary security	(21.0) ¢	(4.0) ¢

4 Entities over which control has been gained or loss

Entity Acquired	Principal Activity	Date control acquired/lost	Acquired/ (Disposed) %	Total Current Ownership Interest %	(Cost of Acquisition)/ Proceeds on Disposal \$'000
Union Digital Limited	Digital Agency	1 March 2015	68.33%	68.33%	(1,213)
Amblique Pty Limited	Digital Agency	12 February 2015	(40%)	-	2,400

On 1 March 2015, STW Group (NZ) Limited (“STW NZ”) acquired 68.33% of Union Digital Limited (“Union Digital”). STW Media Services Pty Limited holds a 100% share in STW NZ. Union Digital is a full service digital marketing agency which operates out of Auckland.

On 12 February 2015, STW Media Services Pty Limited (“SMS”) disposed of its 40% interest in Amblique Pty Limited (“Amblique”). Amblique was an e-Commerce agency which operated out of Sydney.

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	23 September 2015	2.1¢	2.1¢	Nil
	Previous year	24 September 2014	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 4 September 2015 and ending on 14 September 2015.

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

4 September 2015

7 Details of associates and joint venture entities

	Note	Consolidated Entity	
		June 2015	June 2014
		\$'000	\$'000
Share of equity accounted investments contribution to net profit:			
J. Walter Thompson Group	(a)	1,016	810
GroupM Communications (Mindshare)		1,967	2,153
Ogilvy Public Relations Group		665	419
Other contributions		1,318	1,384
Equity share of associated entities' net profit		<u>4,966</u>	<u>4,766</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 2015	Dec 2014	
AFI Branding Solutions Pty Limited	50%	50%	
AFI Fabrications Pty Limited	45%	45%	
Amblique Pty Limited (i)	-	40%	
Beyond Analysis Australia Pty Limited	49%	49%	
Bohemia Group Pty Limited	24%	24%	
Campaigns and Communications Group Pty Limited	20%	20%	
CPR Vision Management Pte Limited	40%	40%	
Ewa Heidelberg Pty Limited (formerly i2i Communications Pty Limited)	49%	49%	
Feedback ASAP Pty Ltd	20.4%	20.4%	
Fusion Enterprises Pty Limited	49%	49%	
Houston Group Pty Limited	40%	40%	
Ikon Perth Pty Limited	45%	45%	
J. Walter Thompson International Limited (New Zealand)	49%	49%	
Jamshop Pty Limited	40%	40%	
Lakewood Holdings Pty Limited	50%	50%	
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 disposed all of its shares in this entity during the first half of the 2015 year.



Robert Mactier
Chairman
Sydney
13 August 2015



Michael Connaghan
CEO & Managing Director
Sydney
13 August 2015