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25 May 2016

Australian Securities Exchange
Company Announcement Office
Level 4, 20 Bridge Street
Sydney NSW 2000

Dear Sir / Madam,

STW COMMUNICATIONS GROUP LIMITED – ANNUAL GENERAL MEETING

Please find attached the following documents that will be presented at the Annual General Meeting of STW Communications Group Limited (ASX: SGN) commencing at 9:00am on Wednesday, 25 May 2016, in compliance with listing rule 3.13.3:

- Chairman's Address; and
- Chief Executive Officer's presentation.

Yours faithfully

A handwritten signature in black ink, appearing to read "Chris Rollinson".

Chris Rollinson
Company Secretary
STW Communications Group Limited



STW 2016 AGM - Chair Address

It was only six weeks ago that I stood before shareholders at the EGM held to approve the merger of STW Communications with the businesses of WPP in Australia and New Zealand. It seems like a long time ago given how much activity has been going on as we start to bring the two groups together.

But what I can tell you at this early stage of the integration process is that we are making good progress. The opportunity and benefits of the merger are very significant, be that in the areas of revenue and cost synergies, or access to new tools, technologies and client relationships or exciting pathways for our many, many talented people. All of which will generate market leading offerings and services for our clients and enhanced rewards for our shareholders. We are more firmly convinced than ever of the merits of the merger.

Today, I don't propose to dwell on the financial results of STW Communications in 2015 as quite frankly they are no longer representative of the group that we have become. This change is embodied in a resolution that is in front of shareholders today, namely to change our name to WPP AUNZ Limited. We felt at the time of consummating the merger that it was important to change our name to herald the new era and our firm alignment with WPP. Having seen the positive reaction of our people and clients to the unveiling of the new name we are now firmly convinced that it is the right thing to do.

I want to foreshadow that one significant change that we will be driving across the group this year is an even greater focus on aligning the financial rewards of our key executives with our shareholders and instilling the benefits of share ownership across our group leaders. It is vital to our success that our leadership group is strongly incentivised not only by the performance of their individual business unit but also, where relevant by the success of their global brand and most importantly by the overall performance of WPP AUNZ.

There is still much to do and 2016 will, in reality, be a year of integration and establishing the platform for 2017 and beyond. Given the number of people and companies we are dealing with it is not an easy task or a quick process and there are many complexities to deal with. But we always knew that to be the case.

It has indeed been a very active and demanding time since the Annual General Meeting in May 2015. I want to take this opportunity to thank in particular Mike Connaghan, Lukas Aviani and Chris Rollinson and their dedicated teams as well as my fellow directors for their collective efforts in putting the company into the position to be able to capitalize on the very significant opportunity that is now in front of us. Thank you all.

I will now ask Mike Connaghan your CEO to address the meeting to reflect on 2015 and update you on progress in 2016.



WPP AUNZ

Mike Connaghan
Chief Executive Officer
WPP AUNZ Limited

Annual General Meeting
25 May 2016

Mike Connaghan
Chief Executive Officer
WPP AUNZ Limited

WPP^{AU}_{NZ}

- 1. 2015 Review**
- 2. Strategic Pillars**
- 3. Integration with WPP**
- 4. Our Work**
- 5. 2016 Progress**

2015 Review

- Delivered underlying net revenue of \$416.0 million translating to underlying net profit after tax of \$39.6 million
- Strategic and structural review
 - Simplify the group with a mantra of fewer, bigger, better
 - Drive deeper engagement between each of our businesses
 - Cost out program to deliver a more streamlined operation
- Announced merger with WPP businesses in Australia and New Zealand in December 2015
 - The rapid change that has shaped and continues to shape our industry brings challenges that are much better faced with the support and backing of an international partner

Accelerating our existing strategy



Strategic Pillars



Big at home

Maintaining leadership in our core businesses of media, advertising and PR.



Future-proof

Future-proof the group through technology, content, mobile and proprietary offerings.



Leverage the power of WPP globally

Leveraging our expertise in data management, digital and content.



Drive collaboration

Driving collaboration across our group for the benefit of our people, our companies and our clients.



- Clear market leader in AUNZ.
- 2015 revenues of circa \$850M.
 - Circa 5,000 employees.
- 5th biggest market for WPP globally.

Access to a wider pool
of tools and proprietary
offerings

WPP^{AU}
NZ

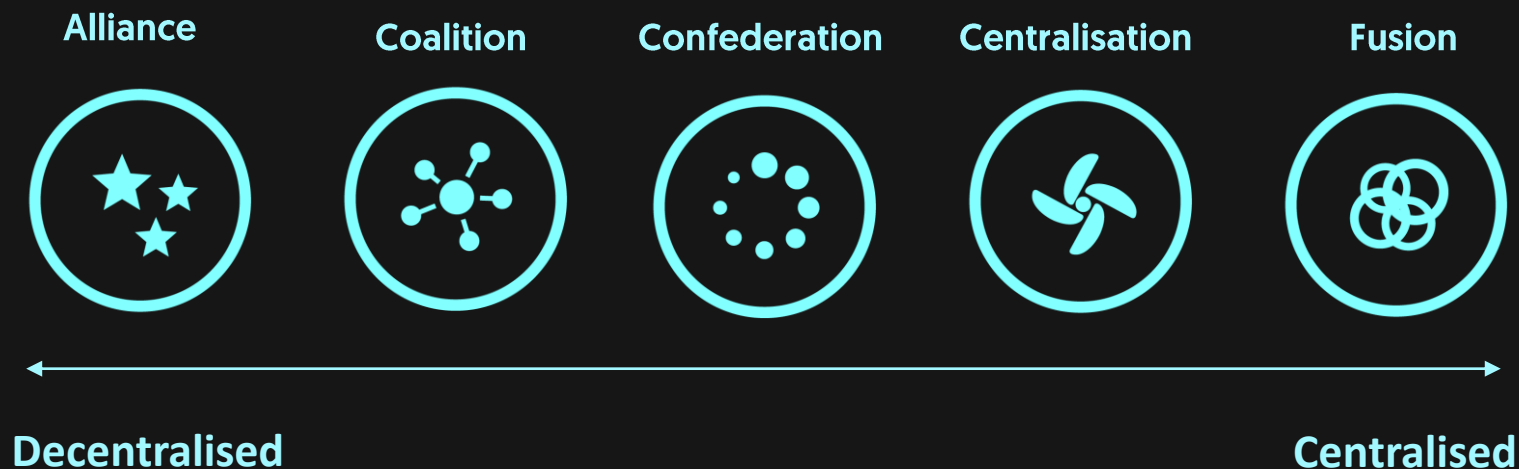


TRUSTWORTH



Partnership / Collaboration / Horizontality

- Marketing communications moving fast forward.
- Leverage power of group wide resources and relationships.
- Enhance campus property strategy.
- Build bespoke client teams/ reduce complexity.
- Reward partnership.
- AUNZ = Gold standard in WPP world for horizontality.
- Better outcomes for clients, our people and our companies.



New Business Wins



Integration

- Change of name and branding to WPP AUNZ reflecting the closer alignment with WPP plc.
- New WPP AUNZ Board – enhancing the depth of local and international experience in the marketing services industry.
- Key executive appointments
 - John Steedman – Media and Specialist
 - Kieran Moore – Public Relations
 - Ben Dixon - Data Investment Management
- Cost savings and revenue synergies of at least \$15 million per annum over a 3 year period.
- Entered into new debt facilities of circa \$550 million. Materially enhanced terms reflecting scale and reduced leverage. Next debt maturity will not arise until mid 2019.

Our Work

JWT – [Peggy for Omo](#)



Y&R – [McWhopper for Burger King](#)



2016 Progress

- Merger completed April 8th.
- Challenging economic and market conditions in Australia and New Zealand.
- Pro forma YTD revenue consistent with expectations.
- Remain upbeat about the potential benefits from the scale and breadth of revenue and synergy opportunities.
- Will provide full year outlook at the half year results presentation in late August.



WPP AU
NZ

Thank You