



STW COMMUNICATIONS GROUP LIMITED

ABN 84 001 657 370

APPENDIX 4D

30 JUNE 2011

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 2011

Half year ended ('previous period')

30 June 2010

2. Results for announcement to the market

\$A'000's

2.1	Revenues from ordinary activities	Up	2.3%	to	\$158,770
2.2	Profit (loss) from ordinary activities after tax attributable to members	Up	5.7%	to	\$17,187
2.3	Net profit (loss) for the period attributable to members	Up	5.7%	to	\$17,187
2.4	Dividends	Amount per security	Franked amount per security		
	Interim dividend declared	3.0¢	3.0¢		
2.5	Record date for determining entitlements to the dividend.	26 August 2011			

3. NTA backing

	Current period	Previous corresponding Period
Net tangible asset backing per ordinary security	(6) ¢	(3) ¢

4 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	9 September 2011	3.0¢	3.0¢	Nil
	Previous year	10 September 2010	2.3¢	2.3¢	Nil

5 Dividend Reinvestment Plans

The dividend or distribution plans shown below are in operation.

A dividend reinvestment plan will not be in operation

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

N/A

6 Details of associates and joint venture entities

	Note	Consolidated Entity	
		2011	2010
		\$'000	\$'000
Share of equity accounted investments contribution to net profit:			
J. Walter Thompson Group	(a)	636	910
GroupM Communications (Mindshare)		1,433	1,060
Ogilvy Public Relations Group		520	478
Other contributions		923	1,434
Equity share of associated entities' net profit		3,512	3,882
(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	
		2011	2010
Ogilvy Public Relations Worldwide Pty Limited and its subsidiaries		49%	49%
Marketing Communications Holdings Australia Pty Limited and its subsidiaries		49%	49%
i2i Communications Pty Limited		49%	49%
J. Walter Thompson International Limited (New Zealand)		49%	49%
Massive Media Pty Limited and its subsidiaries		49%	49%
M Media Group Pty Limited and its subsidiaries		47.5%	47.5%
Evocatif Pty Limited		49%	49%
Straterjee Pty Limited		25%	25%
Adcast Unit Trust		-(i)	40%
Tongue Pty Limited (formerly New Dialogue Pty Limited)		-(ii)	49%
Jamshop Pty Limited		40%	40%
Catalyst Advertising Pty Limited		50%	50%
Paragon Design Group Pty Limited		49%	49%
TCO Pty Limited		40%	40%
White Digital Pty Limited		49%	49%
Spinach Advertising Pty Limited		20%	20%
Campaigns and Communications Group Pty Limited		20%	20%
TaguchiMarketing Pty Limited		20%	20%
Feedback ASAP Pty Ltd (STW's effective ownership interest is 20.4%)		40%	-
Ikon3 LLC		20%	-
The Origin Agency Pty Limited		49%	-

- (i) The Company purchased additional shares in this entity during the second half of the 2010 financial year resulting in the acquisition of a controlling interest. As a result, this investment has been consolidated as a subsidiary in the current period and is no longer accounted for under the equity method.
- (ii) The Company purchased additional shares in this entity during the first half of the 2011 financial year resulting in the acquisition of a controlling interest. As a result, this investment has been consolidated as a subsidiary in the current period and is no longer accounted for under the equity method.



Robert Mactier
Chairman
Sydney
10 August 2011



Michael Connaghan
CEO & Managing Director
Sydney
10 August 2011