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ASX RELEASE

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STW GROUP TAKES FIRST STEP INTO ASIA WITH THREE DIGITAL LEADERSHIP INVESTMENTS

Establishes significant capability in digital strategy and offshore production
Focuses on the emerging markets of South East Asia

STW Communications Group Limited ("STW", ASX : SGN), Australia's leading marketing content and communications group, today announced three investments in fast growth businesses in the emerging economies of South East Asia.

The investments include:

- a majority position in **Edge Marketing Ltd**, Indochina's largest independent marketing agency, with major offices in Vietnam and also in Thailand;
- a majority position in **Bullseye**, one of Australia's leading independent integrated digital marketing and technology services businesses, with the largest integrated digital production facility in Indonesia;
- the opening in Jakarta and Singapore of offices of **Alpha Salmon**, a wholly owned and highly successful STW Group digital solutions business.

STW Group Chief Executive Officer Michael Connaghan said: "We told the market in February of our three pillared strategic growth focus; to drive more growth out of our leadership positions in Australia and New Zealand, to continue to grow and dominate in digital, and to selectively and carefully expand our footprint into new markets in Asia."

"Our investigations in Asia clearly demonstrated we have IP and capability within STW which we can export and grow fast in Asia, both through opening our own capabilities in the right markets, and also by investing in and then adding momentum and differentiation to leading and established 'on the ground' businesses. We also found STW Group's 'local' characteristics and accessibility was warmly welcomed by potential vendors. This has enabled us to essentially cherry-pick our first step into Asia, and we're delighted with the outcome."

Mr Connaghan said while it was 'early days' on STW's growth plans in Asia, he was encouraged by the momentum gained in a short period. "This is an excellent start. Our priority for the next few months is bedding down these new investments, leveraging synergies and growth opportunity, and delivering outstanding results to clients. At the same time, we'll be identifying and developing new opportunity where it makes sense."

For more information contact:

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