



STW Group Limited
Level 6, 72 Christie Street
St Leonards, NSW 2065
Sydney Australia
t + 61 2 9373 6488
f + 61 2 9373 6398
ABN 84 001 657 370
www.stwgroup.com.au

17 May 2013

The Manager
Company Announcements
ASX Limited
Level 6
Exchange Centre
20 Bridge Street
SYDNEY NSW 2000

Dear Sir/Madam,

STW COMMUNICATIONS GROUP LIMITED (SGN) – ANNUAL GENERAL MEETING

Please find attached the following documents that will be presented at the Annual General Meeting of STW Communications Group Limited which commences at 9:30am on Friday, 17 May 2013, in compliance with Listing Rule 3.13.3:

- 1 – Copy of the Chairman's Address; and
- 2 – Copy of the Chief Executive Officer's presentation.

Yours Faithfully,

Chris Rollinson
Company Secretary
STW Communications Group Limited

Chairman's Address - STW Communications Group Annual General Meeting, 17 May 2013

It is my intention to be brief today to let the attention be focused on your Chief Executive, Mike Connaghan, and his update on the business and our outlook for 2013 and beyond.

I am happy if you interpret my planned brevity as an indication of my confidence in the strategic position of STW Communications Group Limited (STW). The reality is that having written the first draft of this address I was delighted to find that the messages that I had planned to deliver were essentially the same as for my Annual General Meeting address from 2012. It confirmed for me that the strategy that STW has embarked upon is appropriate and is being well executed and does not need further elaboration by me today.

Your company is delivering very credible and consistent results in difficult economic conditions and in a rapidly changing industry operating environment.

In 2012 STW delivered a:

- 10.9% increase in proportionate revenue;
- 10.0% increase in proportionate EBITDA;
- 6.5% increase in underlying net profit; and
- fully franked dividend of 8.3 cents per share, an increase of 3.8% over the prior year

But before I do hand the podium to Mike I would like to briefly reiterate three key messages for our shareholders.

1) Each year I am more enthused about the level of co-operation and collaboration that is evident across the STW stable of companies. Our companies recognise that our clients are better served and we are more successful if the ideas and solutions that we deliver to our clients are based on the best that STW has to offer, not the work of a single business or individual working in a vacuum. This culture and the extent and depth of our skill set across the group provide STW group companies with a definite competitive advantage.

2) STW's expansion into South East Asia is progressing well albeit it is still in its early days. Both the region and our investments are exciting but we nonetheless well understand that it is an expansion that is not without risks. Measured caution in South East Asia will be our mantra and no doubt we will take occasional missteps. But your Board and senior management team is confident that it is the right expansion opportunity for STW to be pursuing and that it will be a source of strong growth and returns in the medium term.

3) Confidence levels across corporate Australia, key economic indicators and sentiment amongst Australian consumers all continue to be mixed at best in the early part of the 2013 calendar year. Against this backdrop, there are indeed a number of identified opportunities for exciting business wins that may enhance our year but at this stage they are not crystallised. Equally the state of the economy means that we are not immune to the risk of unidentified pitfalls in many of our businesses. As such, at this stage of the year we have no reason to change our February guidance to the market of "circa mid single digit growth in earnings per share in 2013".

Finally, on behalf of our shareholders, I would like to formally acknowledge the very significant contribution that Mike Connaghan, Chris Savage, Lukas Aviani and all the leaders of our key businesses have made to our 2012 results and the platform from which STW embraces the challenges and opportunities of 2013. To each of them, as well as to

all of our many, many other talented executives and employees and also to my fellow Directors, a very sincere thank you for all your efforts and contributions in 2012.

I will now ask Mike to address the meeting

IDEAS
CREATE
GROWTH

DASHBOARD



7 STAR DASHBOARD

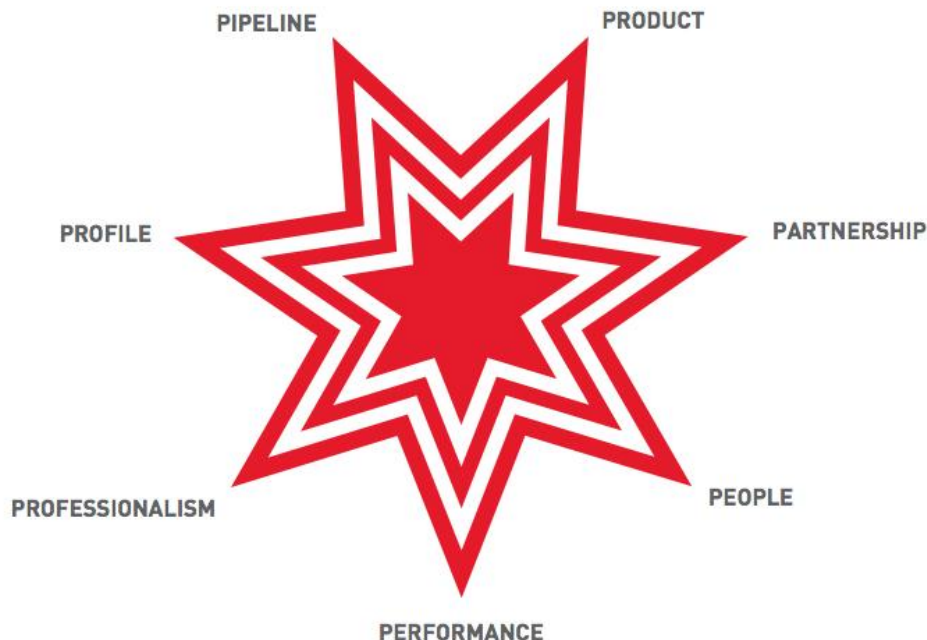
WHAT IT IS:

Business Planning
Agenda - setter
Growth 'conscience'
Proven
Workable
Consistent



WHAT IT DOES:




Sets measurable goals
Broadens focus beyond just financials
Delivers genuine sustainability
Ensures right levers are being driven
Provides common language/agenda
Framework for STIP



PARTNERSHIP



LIVING TOGETHER

ST LEONARDS SYDNEY		Lawrence Creative, Bohemia, Alpha Salmon, Ogilvy, Ogilvy PR, Taguchi, Bullseye, Online Research Unit, AMR, Smollan, Added Value, Phuel, IM Promos, Fabric, Neo, Etcom, STW Group	643
KENT STREET SYDNEY		Ikon, The White Agency, Tongue, Tribe, Shift, Switched On Media, RUOK?	347
ST KILDA ROAD MELBOURNE		Badjar Ogilvy, Adcast, Picnic, DT Digital, Ogilvy Action, Ikon, AMR, Barton Deakin, Phuel, Ogilvy PR, Ogilvy One, Haylix, Designworks, One20, Neo @ Ogilvy	360
HARVEST TCE WEST PERTH		Cannings Purple, Barton Deakin, The Brand Agency	178
WELLESLEY ST AUCKLAND		Designworks, Ikon, The Brand Agency, STW Shared Services	150
SINGAPORE - COMING SOON!			

WORKING TOGETHER

TOTAL NUMBER OF STW CLIENTS

1,442

50%

OF TOTAL REVENUE FROM
TOP 50 CLIENTS = \$250M

20

20 STW CLIENTS EACH
WORK WITH +10 STW
COMPANIES, DELIVERING
\$100MILLION REVENUE
(20% OF TOTAL STW)



PROFILE



PROFILE/THOUGHT LEADERSHIP

1,200

**MEDIA STORIES IN THE LAST 15 MONTHS
ABOUT STW COMPANIES**

Australian Financial Review | The Australian and The Deal | Sydney Morning Herald | The Melbourne Age | BRW |
National Business Review | New Zealand Herald | Marketing/Creative/Design/Retail Publications | 7.30 Report |
Sky News Australia/New Zealand | Sky Business News | ABC Radio | 2GB Radio

BUT WHO'S COUNTING?

WORDS WRITTEN ABOUT STW AND
ITS COMPANIES IN THE LAST 15 MONTHS

579,500

NUMBER OF QUOTES PRINTED
FROM EXPERTS WITHIN STW

4,356

NUMBER OF TIMES STW + COMPANIES
WERE MENTIONED BY NAME IN MEDIA

3,417

AWARDS

+220

AWARDS PRESENTED TO STW COMPANIES IN THE LAST 15 MONTHS

Creativity | Innovation | Effectiveness Campaign Excellence – Best Campaign | Best in Category
| Best Idea | Best Strategy | Best Direction | Best Place to Work



BRW.



CREATIVE

iab.
australia



MADC



PRODUCT



AAMI

13



AAMI CAMPAIGN

- 24% increase in quote enquiries
 - Rhonda t-shirts outselling Bintang singlets in Bali
 - News Ltd newspapers named it the most famous campaign of the last decade
 - Close to \$2m of earned media (Ketut mobbed at Melbourne Cup Carnival, campaign talked about on all major TV and radio breakfast shows, etc)
 - Facebook page set up by a consumer had over 100,000 likes in 5 days
 - Mamamia.com.au named it one of Australia's 5 most iconic ads (along with "Tom Cruise for dinner" lamb ad, Bigpond, "Great Wall of China Rabbits", "Yellow Pages "Not Happy Jan" and "Goggomobile")
-

DIGITAL

15



IN 2013

SHARE A COKE CAMPAIGN

16



Coca-Cola®

SHARE A COKE CAMPAIGN

- One of the ten most awarded campaigns in the world in 2012 (7 x lions at Cannes, wins at Clio, One Show, D&AD, Caxtons, Award, ADMA, Australian Effies, Asian Effies)
- Winner of the 2012 Mumbrella Award for Insight
- Most awarded campaign for Coca-Cola globally in 2012

**WILL ROLL OUT INTO
20 COUNTRIES IN 2013**

PROFESSIONALISM



INCREASES IN STW SHARED SERVICES

40%

INCREASE IN **COMPANIES**
USING STW IT OVER THE
LAST 3 YEARS



82%

INCREASE IN **COMPANIES**
USING STW PAYROLL OVER
THE LAST 3 YEARS



136%

INCREASE IN **COMPANIES**
USING STW FINANCE /
SHARED SERVICES OVER
THE LAST 3 YEARS



PIPELINE



BIG WINS ALREADY FOR 2013



Australian Government



Transport
Roads & Maritime
Services



PACIFIC BRANDS



BEST & LESS

Beaurepaires



PEOPLE



WE TRAIN HARD

RECORD BOOKINGS ON SPUR

1,494

TODAY THERE ARE A TOTAL OF

50

DIFFERENT PROGRAMS ON SPUR

PEOPLE ATTENDED THE
'STW DIGITAL ACADEMY'

545

PERFORMANCE



OUR STRATEGY



BIG AT HOME



DIGITAL DOMINANCE



SOUTH EAST ASIA



ON TRACK



THANK YOU.

ITEM 1 – FINANCIAL REPORT AND OTHER REPORTS

TO RECEIVE AND CONSIDER THE FINANCIAL REPORT, THE DIRECTOR'S REPORT AND INDEPENDENT AUDITOR'S REPORT FOR THE COMPANY AND ITS CONTROLLED ENTITIES FOR THE YEAR ENDED 31 DECEMBER 2012.

RESOLUTION 2.1 – RE-ELECTION OF ROBERT MACTIER

That Mr Robert Mactier, being a Director of the Company who retires by rotation in accordance with the Company's constitution and, having offered himself for re-election and being eligible, be re-elected as a Director of the Company.

Number of Proxies	
For	236,531,813
Against	397,913
Open	1,715,795
Total Valid Proxies	238,645,521

RESOLUTION 2.2 – RE-ELECTION OF KIM ANDERSON

That Ms Kim Anderson, being a Director of the Company who retires by rotation in accordance with the Company’s constitution and, having offered herself for re-election and being eligible, be re-elected as a Director of the Company.

Number of Proxies	
For	236,651,161
Against	426,415
Open	1,714,350
Total Valid Proxies	238,791,926

RESOLUTION 3 – ALLOCATION OF SHARES TO A DIRECTOR UNDER THE STW EXECUTIVE SHARE PLAN

That, for the purposes of ASX Limited Listing Rule 10.14, approval be given for the allocation of 412,000 Performance Shares to Mr Michael Connaghan, a Director of the Company, pursuant to the STW Executive Share Plan on the terms and conditions summarised in the Explanatory Statement accompanying this Notice of Annual General Meeting.

Number of Proxies	
For	230,354,861
Against	2,335,397
Open	1,573,903
Total Valid Proxies	234,264,161

RESOLUTION 4 – ALLOCATION OF SHARES TO A DIRECTOR UNDER A SHORT TERM INCENTIVE PLAN

That, for the purposes of ASX Listing Rule 10.14, approval be given for the allocation of up to \$250,000 worth of Shares to Mr Michael Connaghan, a Director, under an employee incentive scheme on the terms and conditions summarised in the Explanatory Statement accompanying this Notice of Annual General Meeting.

Number of Proxies	
For	230,311,486
Against	2,382,848
Open	1,573,903
Total Valid Proxies	234,268,237

RESOLUTION 5 - ADOPTION OF REMUNERATION REPORT

That the Remuneration Report to shareholders for the year ended 31 December 2012 be adopted.

Number of Proxies	
For	230,681,234
Against	1,764,073
Open	1,588,078
Total Valid Proxies	234,033,385

RESOLUTION 6 – RATIFICATION OF PLACEMENT

That for the purposes of ASX Listing Rule 7.4 and for all other purposes, the placement of an aggregate of 34,020,619 Shares at \$0.97 per Share to institutional and sophisticated investors announced by the Company on 30 October 2012 is ratified by the shareholders of the Company on the terms and conditions set out in the explanatory statement accompanying this Notice of Meeting.

Number of Proxies	
For	229,219,654
Against	2,604,463
Open	1,616,155
Total Valid Proxies	233,440,272
