



8 August 2013

Company Announcements Office
Australian Stock Exchange Limited
Exchange Centre
20 Bridge Street
SYDNEY NSW 2000

Dear Sir

STEADFAST UNDERWRITING AGENCIES

Please see attached release in connection with Steadfast Underwriting Agencies.

Yours faithfully

A handwritten signature in blue ink that reads "Linda Ellis".

Linda Ellis
Group Company Secretary & General Counsel

Steadfast Group Limited

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STRENGTH WHEN YOU NEED IT



Steadfast launches Steadfast Underwriting Agencies

Steadfast Group Limited ('Steadfast') (ASX: SDF) is pleased to announce the launch of its newly created agency business, Steadfast Underwriting Agencies. Steadfast Underwriting Agencies will act as agents on behalf of general insurers providing product expertise, claims management and distribution for specialised insurance policies.

Steadfast recently completed a successful IPO and listing on the ASX. Plans for the creation of Steadfast Underwriting Agencies were outlined in Steadfast's IPO prospectus.

Steadfast Underwriting Agencies includes three agencies in which Steadfast has a controlling equity interest, being Miramar Underwriting Agency Pty Ltd (100% equity interest), Sports Underwriting Australia Pty Ltd (80% equity interest) and Altiora Insurance Solutions (100% equity interest). Steadfast also has an equity interest in Sterling Insurance (39.5% equity interest), Sterling will continue to be managed by their existing shareholders and management team.

Steadfast's equity interest in all four agencies will be managed by the Board of Steadfast Underwriting Agencies.

Robert Kelly, Managing Director & CEO of Steadfast, is pleased to announce that Steve Gilbert has been appointed as Managing Director of Steadfast Underwriting Agencies and Simon Lightbody has been appointed as Chief Operating Officer and will be the appointed Lloyds Coverholder for the group. Steve will also remain in his current role of Managing Director of Sports Underwriting Australia and Simon will remain as Chief Executive Officer of Miramar.

Steadfast Underwriting Agencies in aggregate placed more than \$120 million in Gross Written Premium (GWP) in FY12 on a pro-forma basis, which assumes Steadfast has owned the Steadfast Underwriting Agencies since the commencement of FY12.

Robert Kelly, Managing Director & CEO of Steadfast, commented:

"Steadfast Underwriting Agencies is one of Steadfast's four key lines of business. Steadfast enjoys the benefits of scale as one of Australia's largest insurance broker cluster / consolidator groups, in which Steadfast Underwriting Agencies will play an important role. Steadfast Underwriting Agencies will help capture future growth opportunities through its ability to develop and market insurance products in niche segments."

Steve Gilbert, Managing Director of Steadfast Underwriting Agencies, commented:

"Underwriting agencies are an integral part of insurance distribution in Australia, in particular within the broker market. Forging long term broker and underwriter partnerships is at the core of Steadfast Underwriting Agencies offering and we look forward to strengthening these relationships through the development of new and enhanced agency offerings."

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For more information:

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