



**ASX RELEASE**  
**10 September 2013**

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### **STW invests in Colmar Brunton - a leading Australian market research and insights firm**

STW Group, Australasia's leading marketing content and communications group, has deepened its market research and insights capabilities with the announcement today of an investment in Colmar Brunton, one of the largest firms of its type in Australia.

The partnership sees STW Group take a majority stake in the Australian operations of this leading full-service market research business, which boasts a client roster of outstanding brands, more than 120 full time staff, and offices in Sydney, Melbourne, Brisbane, Canberra and Adelaide.

STW's CEO Michael Connaghan said Colmar Brunton was a highly-regarded firm that would add further grunt and capability to the group's already successful market research offering.

"We recognise that market research is a strong and substantial part of the marketing communications discipline, and while we already have broad capabilities in the sector, Colmar Brunton will add further weight to our offering in several specific areas," he explained.

"The business has an incredible pedigree in the FMCG and Government sectors in particular, and includes the country's largest field suppliers, 'Your Source'. Coupled with established product testing facilities, Colmar Brunton is an outstanding and growing business that fits well within STW's future growth strategies. Its capabilities will form an integral part of our market research offering, and the organisation is an ideal extension to our diversified businesses."

Colmar Brunton Chairman John Shanahan said the partnership was an "exciting step forward" for the organisation.

"The key to the success of Colmar Brunton has been its dynamic culture and its ability to attract outstanding researchers and clients who are passionate about making a difference. We are proud of both our financial success and the active role we play in the community. We can see our research having a positive impact all around us and that fuels our desire to do more," he explained.

"Colmar Brunton has reached a stage in its development where it requires a significant partner to take the next step. We chose STW because we share similar values and culture, it has agencies which are creatively focused on the future, and because its business model would encourage us to maintain our independence, to learn and grow.

"We believe that through this partnership we will be able to offer our staff new opportunities for growth and our clients expanded capabilities and even higher service."

Shanahan said Advantage International, The Research Agency (New Zealand) and Loyalty Live - separate companies owned by Colmar Brunton - did not form part of the deal, and would not become part of the STW Group as part of this transaction. He said the three businesses would continue to operate independently with no change to their structure, staffing, clients or operations.



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### **About Colmar Brunton:**

Colmar Brunton will be celebrating its 25<sup>th</sup> anniversary in Australia next year. The business has grown to be one of the largest and most respected market research companies in Australia. It is a full service research business with more than 120 full time staff in offices in Sydney, Melbourne, Brisbane, Canberra and Adelaide. It provides customised research consultancy services to the many of the largest companies in Australia and to all levels of government. Colmar Brunton also includes one of Australia's largest field suppliers, Your Source; Australia's best central location testing facility at Chadstone Shopping Centre; Advanced Analytics and many of the country's leading Qualitative, Quantitative and Sensory researchers.

**Ends.**

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