



27 June 2014

Market Announcements Office  
ASX Limited  
Exchange Centre  
20 Bridge Street  
SYDNEY NSW 2000

Dear Sir

**STEADFAST ANNOUNCES CHANGES TO THE COO POSITION**

Please see attached market release in relation to changes to the position of Chief Operating Officer.

Yours faithfully

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

**Linda Ellis**  
**Group Company Secretary & General Counsel**

**Steadfast Group Limited**  
ABN: 98 073 659 677 ACN: 073 659 677  
Level 3, 99 Bathurst Street, Sydney NSW 2000  
t 02 9495 6500 f 02 9495 6565 [www.steadfast.com.au](http://www.steadfast.com.au)

**STRENGTH WHEN YOU NEED IT**



## MARKET RELEASE

27 June 2014

### Steadfast announces changes to the COO position

Steadfast Group Limited ('Steadfast') (ASX: SDF) today announced that Mr Cameron McCullagh has resigned as Chief Operating Officer to pursue other interests, effective 30 June 2014, and that Ms Dana Williams will be his replacement from 1 July 2014.

Mr McCullagh said "My three years at Steadfast have been exciting, challenging and rewarding. I believe the Group has tremendous potential and I will continue to follow Steadfast with much interest."

Mr Robert Kelly, Managing Director & CEO, added "Cameron has been a key player to restructuring the Group, transforming it in particular into a consolidator of broking businesses. We wish him well."

The Board and management are pleased that Dana will become the Chief Operating Officer.

Dana rejoined Steadfast in January 2014 as Executive General Manager – Acquisitions. She had previously worked for Steadfast in 2012, preparing the company for its ASX listing. In her role as COO, Dana will have responsibility for working with Steadfast equity brokers to further improve their operations as well as continue to focus on acquisitions.

Dana has 25 years' experience, including 15 years in the insurance industry, working in brokerages, insurance and reinsurance, and underwriting agencies. She has previously held positions with international insurance brokerages, Hub International and Marsh. Dana holds a Bachelor of Engineering, an MBA and is a certified public accountant.

For more information, please contact:

Robert Kelly  
Steadfast Group Limited  
Managing Director & CEO  
+61 2 9495 6535

Vanessa Beresford  
Steadfast Group Limited  
Investor Relations Manager  
+61 2 9495 6582  
vberesford@steadfast.com.au

### About Steadfast

Steadfast, established in 1996, is a provider of services to a network of 285 insurance broker businesses across Australia and New Zealand. It operates as both a broker network and a consolidator through its equity interests in a number of insurance broker businesses. Steadfast also has equity interests in underwriting agencies and other complementary businesses and a 50% interest in Macquarie Pacific Funding. For further information, please visit the Investor section of our website at [www.steadfast.com.au](http://www.steadfast.com.au).