



4 July 2014

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

Dear Sir

**STEADFAST ACQUIRES NEW ZEALAND BASED ALLIED INSURANCE GROUP**

Please see attached.

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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## MARKET RELEASE

4 July 2014

### Steadfast acquires New Zealand-based Allied Insurance Group

Steadfast Group Limited ('Steadfast') (ASX: SDF) today announced that it has acquired Allied Insurance Group Limited ('Allied'), the second largest broker network in New Zealand. Allied had a normalised EBITA of \$0.3 million for the 12 months ended 31 March 2014.

Bruce Oughton, CEO of Allied, commented, "We are delighted to join the Steadfast Group and benefit from their scale and strength in Australia and New Zealand. Steadfast New Zealand will become a natural acquirer of our businesses should our brokers want to sell equity stakes. We also look forward to finding ways to bring the best of both Steadfast and Allied service and product offerings to our clients, via Steadfast New Zealand, and I am happy to continue heading up the new group."

Allied has 31 independently owned members with 40 offices across metro and regional New Zealand. Allied generated NZ\$172 million (A\$159 million) of gross written premiums in FY14.

Mr Robert Kelly, Managing Director & CEO of Steadfast, said "We are very pleased to broaden our presence in New Zealand by welcoming Allied to the Steadfast Network. Allied's business model is very similar to Steadfast's pre IPO and we will ensure their members enjoy the same level of benefits as ours. Through partnering with Steadfast, Allied will be able to offer existing and new brokers expanded services and product offerings as well as succession planning opportunities."

For more information, please contact:

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### About Steadfast

Steadfast, established in 1996, is a provider of services to a network of 316 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).