



1 August 2014

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

Dear Sir

**STEADFAST ACQUIRING 72.3% OF AUSURE GROUP, A STEADFAST NETWORK
BROKER**

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

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

STRENGTH WHEN YOU NEED IT



MARKET RELEASE

1 August 2014

Steadfast acquiring 72.3% of Ausure Group, a Steadfast Network Broker

Steadfast Group Limited ('Steadfast') (ASX: SDF) today announced that it has agreed to acquire 72.3% of Ausure Group ('Ausure'), an Authorised Representative (AR) network of insurance professionals in 150 locations across Australia. Ausure has a normalised FY15 forecast EBITA of approximately \$4.0 million.

Troy Brown, Managing Director of Ausure, said, "Working with Steadfast as members for the past two years has shown the value the Group can bring to our business. The Steadfast Virtual Underwriting (SVU) system alone has dramatically improved the productivity of several parts of our business and we are excited about its future potential to improve our business. With the support of Steadfast, we are now in a position to accelerate our growth initiatives."

Troy Brown added, "I would like to thank the staff and owners of Hollard Insurance for their dedicated effort and unwavering support over the past six years. They have helped Wayne, Trent and I take a few ideas and create one of Australia's leading diversified broking businesses. They were a crucial part of the Ausure team that helped us get to where we are today."

Robert Kelly, Managing Director & CEO of Steadfast, commented, "We are excited to partner with Ausure and believe its AR network provides Steadfast with an opportunity to attract smaller brokers into our fold. Ausure has a history of delivering increasing value for its brokers and other stakeholders and we look forward to helping their network build on this."

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 Ausure

Asure Group was founded in 1996 and became a Steadfast member in 2012, the same year it merged with AFM Insurance Brokers. Ausure has a total of 336 brokers in 150 branches across Australia. Each branch is independently owned and managed by an insurance broker who is a member of Ausure. With head offices in Newcastle and Brisbane, Ausure provides its brokers with network services including training, networking events, centralised back office services and IT systems.

About Steadfast

Steadfast, established in 1996, is a provider of services to 311 insurance broker businesses across Australia and New Zealand that generate over \$5 billion in insurance sales. 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.