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ASX Announcement
STW GROUP - 2014 FULL YEAR EARNINGS UPDATE

STW Communications Group Limited (STW; ASX:SGN) today provided an update in relation to its expected result for the year ending 31 December 2014.

“Whilst the final quarter of the year is always STW’s largest profit contributor, less than expected client commitments for spending in November and in the final weeks up to Christmas, suggests a softer result for the quarter than we have budgeted.

“We stated at the half year that our performance in the first half of 2014 was weaker than expected. The second half of the year has shown improved performance, and there’s real momentum in winning new work and retaining key client mandates. We expected the final quarter to provide enough momentum to overcome our weaker start to the year and to achieve our earnings guidance, however, based on preliminary results for November, we now expect to finish the full year behind earnings guidance.

“We now anticipate NPAT for the year ending 31 December 2014 to be in the range of \$47 million to \$49 million, compared to NPAT of \$49.5 million for the year ended 31 December 2013.”

“While the year ahead appears to be one of continued challenge, given broader economic conditions, subdued advertising expenditure and weak consumer confidence, there is a lot of positive momentum happening across the group, particularly with recent new business wins in key businesses. We are also well positioned in a number of pitches currently underway. We will have a clearer perspective of the outlook for 2015 at the time of our 2014 results presentation in February.”

Mike Connaghan
CEO STW Group