

8 April 2016

ASX Release - Completion of Merger and Board Changes

STW Communications Group Limited ("STW", ASX:SGN), Australasia's leading marketing content and communications group is pleased to confirm that formal completion of the merger with the Australian and New Zealand businesses of WPP plc has occurred under the terms of the Share Sale Agreement dated 14 December 2015 (**Share Sale Agreement**). The combined entity will be known as WPP AUNZ¹.

Pursuant to the terms of the Share Sale Agreement, STW has today issued 422,961,825 fully paid ordinary shares to Cavendish Square Holding B.V., a wholly owned subsidiary of WPP plc.

Board changes

As a result of completion of the merger a number of changes to the STW Board will occur:

- 1 Mr Ian Tsicalas will step down from the STW board after nine years of valued service;
- 2 Five new directors have been appointed to the STW board:
 - Mr Geoffrey Wild AM, as a non-executive director;
 - Mr Paul Heath, as a non-executive director;
 - Ms Ranjana Singh, as a non-executive director;
 - Mr Jon Steel, as a non-executive director; and
 - Mr John Steedman, who also will be taking up an executive role in WPP AUNZ.

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About WPP

WPP is the world's largest communications services group with billings of US\$73 billion and revenues of US\$19 billion. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including advertising & media investment management; data investment management; public relations & public affairs; branding & identity; healthcare communications; direct, digital, promotion & relationship marketing and specialist communications. The company employs nearly 190,000 people (including associates and investments) in over 3,000 offices across 112 countries. For more information, visit www.wpp.com.

WPP was named Holding Company of the Year at the 2015 Cannes Lions International Festival of Creativity for the fifth year running. WPP was also named, for the fourth consecutive year, the World's Most Effective Holding Company in the 2015 Effie Effectiveness Index, which recognizes the effectiveness of marketing communications. In 2016 WPP was recognised by Warc 100 as the World's Top Holding Company (second year running).

¹ Name change subject to shareholder approval at STW's Annual General Meeting to be held in May 2016.