



16 June 2016

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

Dear Sir

INVESTOR DAY PRESENTATION

Please see attached the Investor Day slides being presented today in Melbourne and tomorrow in Sydney.

Yours faithfully

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

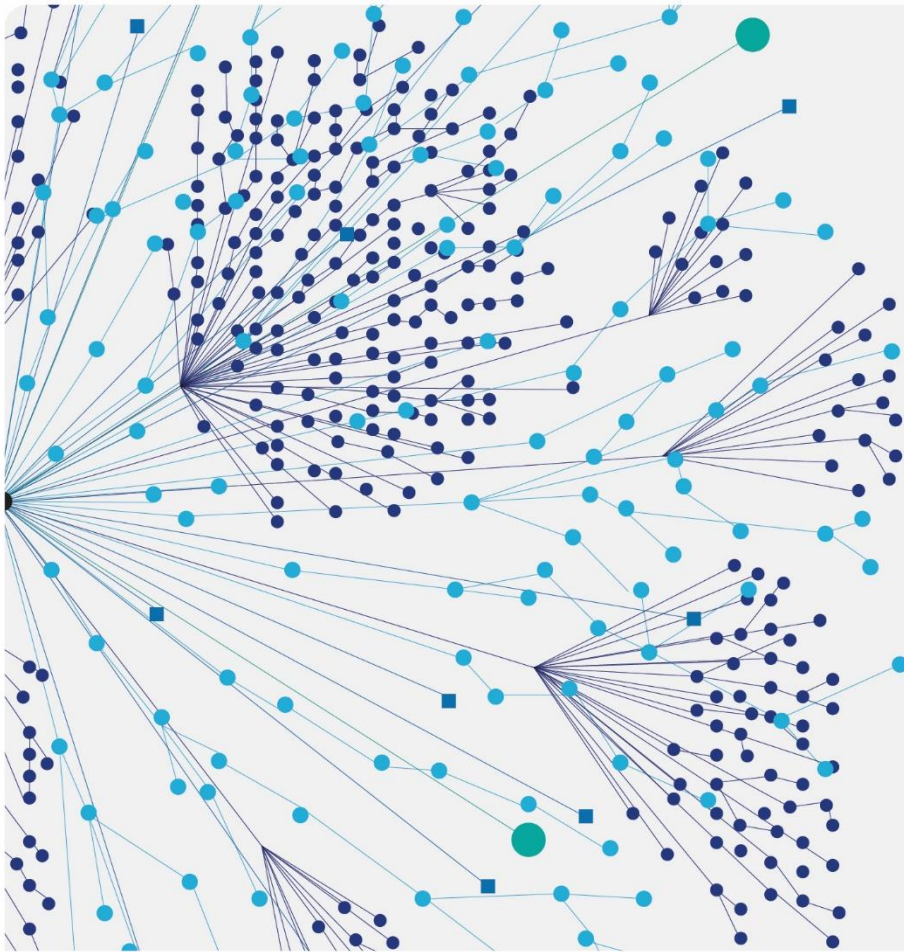
Linda Ellis
Group Company Secretary & Corporate Counsel

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STRENGTH WHEN YOU NEED IT





Steadfast Group Limited

Gaining Insight

Investor Day

16 June 2016 – Melbourne

17 June 2016 – Sydney

343 insurance brokerages 1094 offices 22 specialist underwriters 6 complementary businesses



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Local currencies have been used where possible. Prevailing current exchange rates have been used to convert local currency amounts into Australian dollars, where appropriate. All references starting with "FY" refer to the financial year ended 30 June. All references starting with "1H FY" refer to the financial half year ended 31 December.



Agenda

Time	Topic	Presenter
9.00am – 9.10am	Introduction, Steadfast Technologies	Robert Kelly
9.10am – 9.30am	Virtual Underwriter (including demo*)	Vibul Imtarnasan
9.30am – 9.45am	INSIGHT (including demo*)	Lisa Woodley
9.45am – 10.00am	UnderwriterCENTRAL	Niels Laaper
10.00am – 10.10am	Group reporting systems	Stephen Humphrys
10.10am – 10.15am	Technology wrap up	Robert Kelly
10.15am – 10.30am	Q&A	
10.30am – 10.45am	Morning tea	
10.45am – 10.55am	Steadfast Underwriting Agencies	Robert Kelly
10.55am – 11.10am	Steadfast Underwriting Agencies	Simon Lightbody
11.10am – 11.25am	UAA update	Michael Murphy
11.25am – 11.40am	CHU update	Bobby Lehane
11.40am - noon	Q&A	
Noon – 1.00pm	Lunch	

* Demos facilitated by Orlando Trujillo-Ramirez




Introduction

- 2015 Investor Day introduced our senior management team
- 2016 Investor Day to introduce our technology and underwriting agency leadership teams
- Steadfast Investor Days are focused on strategic initiatives (not on numbers, not on market pricing commentary)
- Revolutionary developments in technology, especially with the recent launch of our broking system INSIGHT and the purchase of our underwriting agency system UnderwriterCENTRAL
- Value being created at Steadfast Underwriting Agencies and from our two largest acquisitions – UAA and CHU
- Robert Kelly, Managing Director & CEO, agreed not to terminate his employment contract before 31 December 2020, an additional 3 more years



Steadfast Technologies

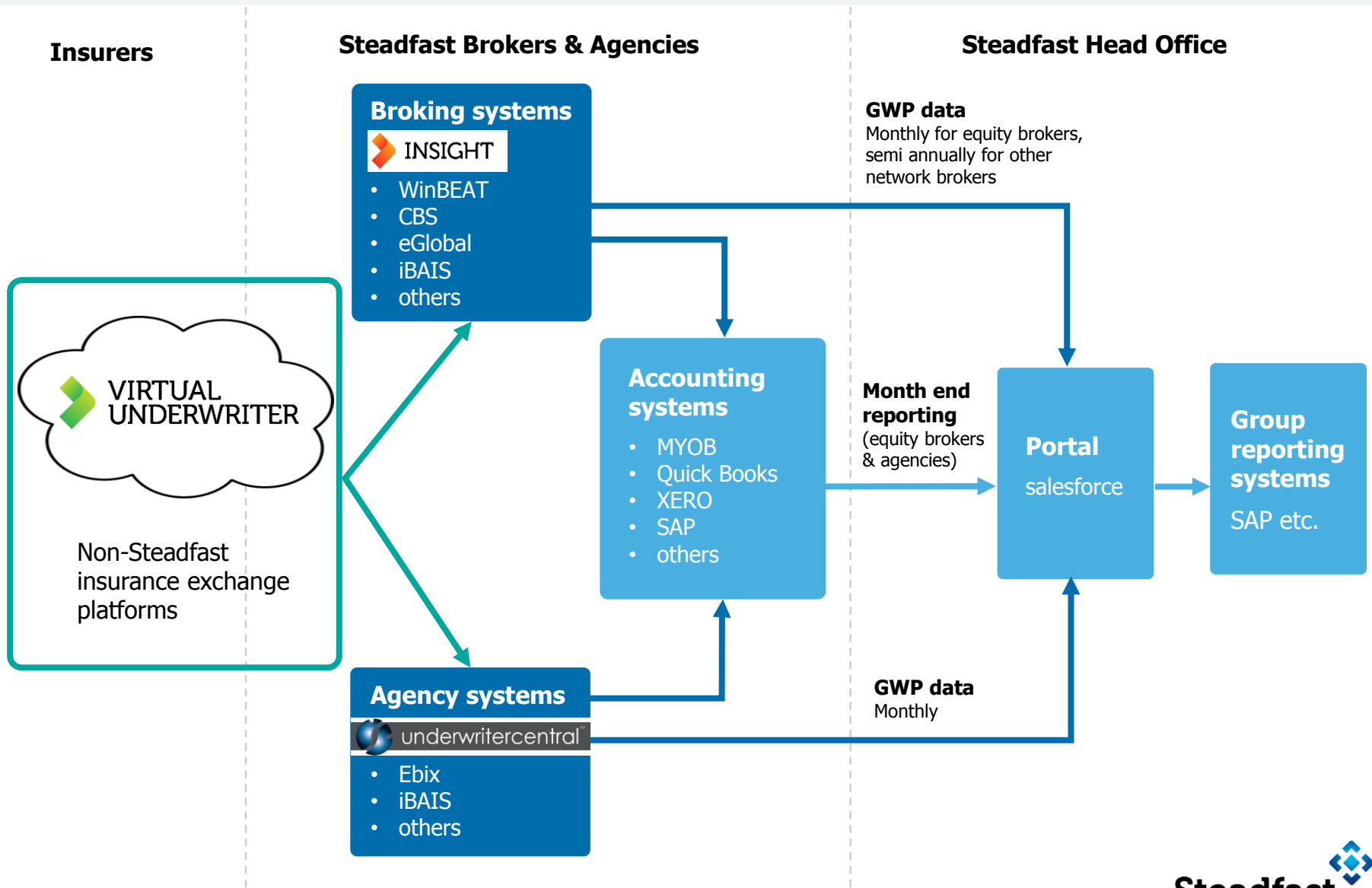
Robert Kelly – Managing Director & CEO



IT is core to our business

- Built our own IT systems – third parties controlling our destiny or our data is not in our DNA
- IT is a key competitive advantage
- Steadfast Technologies provides IT to the Group and to the market generally
- Team of 50+ people, split into 3 business units, headed up by experienced, industry savvy, market leading professionals:
 - Vibul Imtarnasan, EGM – Technology Solutions
 - Lisa Woodley, EGM – Broker Technology Services
 - Niels Laaper, EGM – Underwriting Agency Technology Services

Steadfast IT world



Easy access and scalability due to web-based, cloud-based, .NET platform



VIRTUAL UNDERWRITER

- broker quoting, bind and placement solution, also known as SVU
- full cycle policy management with only one data input
- available to Steadfast brokers only



INSIGHT *(formerly known as eCclipse)*

- broker back office system
- 99% considering switching¹, 140 brokers have already requested scheduling
- intuitive-based work platform



- underwriting agency back office system, purchased by Steadfast in April 2016
- used by Steadfast Underwriting Agencies and the open market
- market leader in design & innovation, participant in Lloyd's 'Project Tomorrow'

¹ Based on a survey of Steadfast Network Broker Principals at the April 2016 Steadfast Convention



Steadfast Technologies

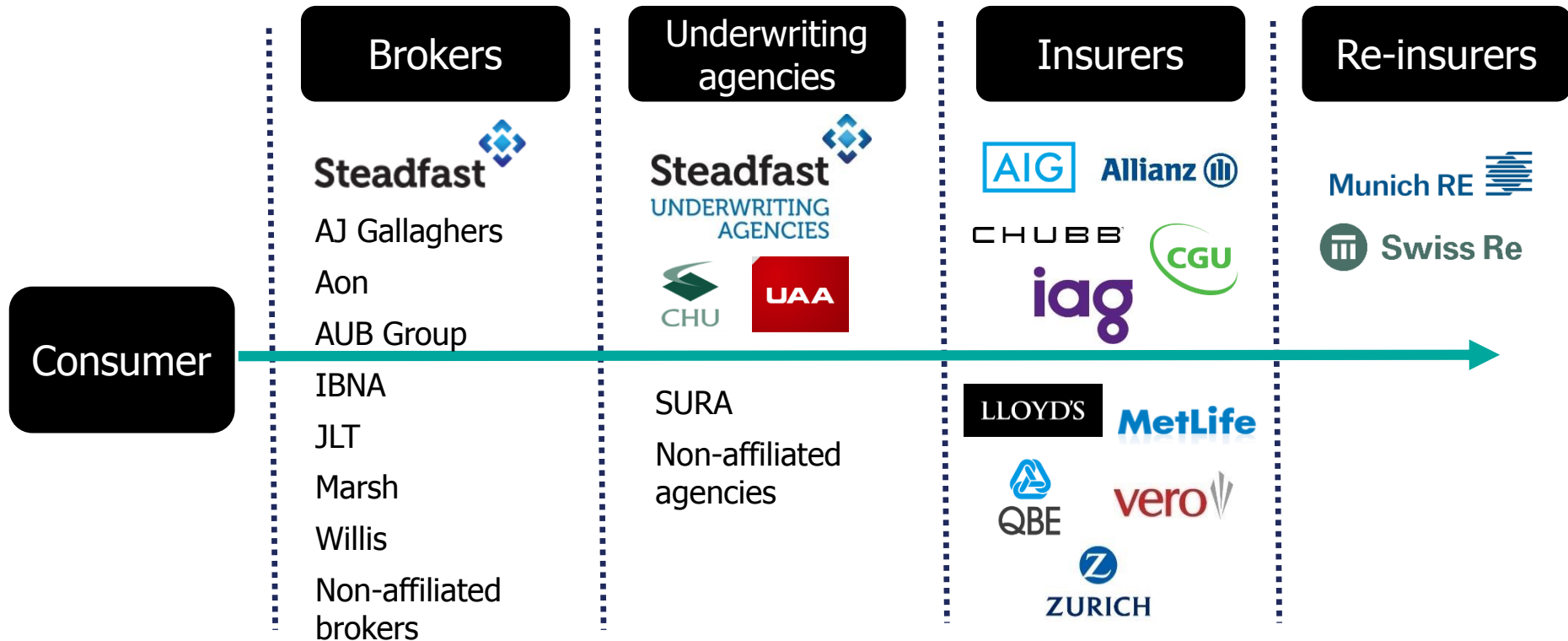
Vibul Imtarnasan, EGM – Technology Solutions



IT as a competitive advantage

- IT often seen as a commodity for businesses, especially in the insurance industry
- At Steadfast, we see IT as a value proposition that enables a competitive advantage for our network brokers and underwriting agencies
- Proven global technology leader in insurance broking market
- Ownership, management and innovation of these systems are paramount to our success

Insurance is a flow of information



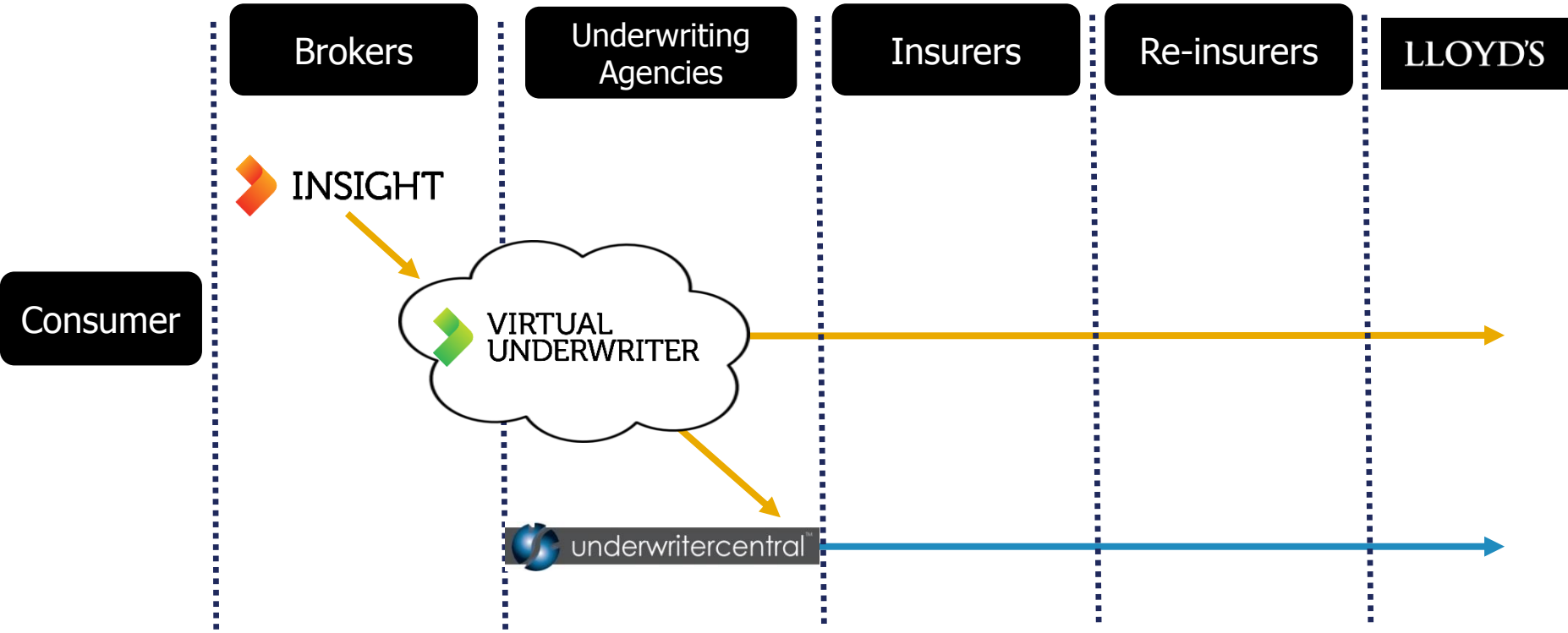


How to enable our competitive advantage

Compared to other industry solutions, we want to:

- **CAPTURE** more data
- **ANALYSE** more data
- **DELIVER** more data **FASTER**
- Do it more **COST EFFECTIVELY** and **CONSISTENTLY**

Steadfast technology solutions





A virtual marketplace for brokers and insurers



VIRTUAL UNDERWRITER

- Connects brokers with underwriting agencies / insurers' products
- Quotes and manages policies more efficiently than other industry solutions
- Available to Steadfast brokers and their strategic partners

Other options for brokers managing policies with insurers:

- Email
- Insurer's web portal
- Sunrise Exchange

Virtual Underwriter benefits

Other industry solutions: you need to enter data for each quote
Virtual Underwriter: you only need to enter data once

Public and Products Liability

Details of the Business

Property Owner Liability only? No

Estimated turnover / gross income for the next twelve months:

Total number of staff: Total estimated payroll:

Contractors and Subcontractors

Do you employ contractors and/or subcontractors in your business? No

Hazardous Activities and Substances

Do you, or do you intend to use, store or handle hazardous substances? No

Do you, discharge waste or hazardous material into the atmosphere, sewer or elsewhere? No

Do you have outdoor work over 2 storeys, or 10 metres, high? No

Do you carry out any of the following: Use of explosives, bridge construction/maintenance, demolition activities, construction or maintenance work involving chemical works, defence, mines, offshore platforms, aircraft or aviation risks, utilities, gas production, petrochemical plants, power stations, rail, ships or marine risks? No

Do you perform "hot work" away from own premises that involves the use of cutting, welding, grinding or soldering equipment? No

Other Risks

Do you insure repair or undertake work on the goods in physical or legal control? No

What is the breakdown of your Estimated Annual Turnover for the current year on a State by State basis?

ACT	NSW	NT	QLD
SA	TAS	VIC	WA

Does the insured assume Liability under any agreement other than Property Rental Agreements? No

Does the insured intend to engage in any overseas activities in the next 12 months? No

Does the Insured, or does the Insured intend to export goods? No

Entered into any contractual or Hold Harmless agreements that may affect our rights of recovery against other parties? No

Industrial Special Risks Insurance Application


Location of Site	Building Address	Postcode	Occupied on	Construction
1				
2				
3				
4				
5				
6				
7				



Virtual Underwriter demonstration

Simple, three step process:

- 1) broker enters data once; multiple auto-rated quotes from multiple insurers are returned within seconds
- 2) policies are issued in real time
- 3) full policy life cycle management in real time



Virtual Underwriter – strategic advantages

Key advantages of Virtual Underwriter:

- 1) no re-keying required to re-market renewals
- 2) access to ALL data
- 3) reducing third party vendor costs in the value chain



Virtual Underwriter – cost competitive

How are we more cost effective than the competition?

- 1) we have a proven track record in building Insurance B2B Exchanges
- 2) we use cloud services (*security, economies of scale*)
- 3) we use quality offshore resources (*managed from Sydney*)



Steadfast Technologies

Lisa Woodley, EGM – Broker Technology Services



A next generation broking platform



INSIGHT

- broking platform for Gen-Y
- intuitive, real time, accessible anywhere from any device

Existing market systems are ageing and limited.



INSIGHT – everything you'd expect and more

What you'd expect...

- full cycle policy management and trust account management
- integrated with Virtual Underwriter, other underwriting and banking systems
- custom templates, schedules and reporting
- control over location, branch, team, authorised representatives, contractors and individual users

...and more

- performance dashboards
- powerful search engine
- disaster recovery and industrial strength cyber protection
- freedom to integrate to any CRM, any accounting package, any software
- control of your data and the ability to analyse and report on it
- cost savings as price is based on user, not transaction

INSIGHT demonstration

My Lists



Add Client



Transaction ↑



INSIGHT – strategic advantages

Key advantages of INSIGHT:

- 1) platform to introduce more innovative features
- 2) ability to control our destiny and our data
- 3) facilitates further back office cost savings initiatives
- 4) ease of training for staff
- 5) automated data recovery and backup

How are we more cost effective than the competition?

- 1) economies of scale and portability across jurisdictions
 - 310 Australian brokers
 - 33 NZ brokers
 - growth into Asia

- 2) use of cloud-based services



Steadfast Technologies

Niels Laaper, EGM – Underwriting Agency
Technology Services



What IT systems do underwriting agencies need?

Same systems as insurers but:

- 1) must be delivered at a much lower cost
- 2) must be agile to support the pace of change in agency business
- 3) must align with insurers' reporting protocols



What back office systems are in the market?

Limited choice and features available across most current systems:

- 1) limited number of agency systems vendors in the Australian market – Ebix, iBAIS and a number of bespoke solutions
- 2) most systems are over 10 years old, some are still character based

Most underwriting agencies are dependent on third party providers for their systems.

A next generation underwriting agency platform



- acquired in April 2016 to provide best-in-class for Steadfast agencies
- first agency system to interface with Lloyd's (through Project Tomorrow)
- cost savings expected from economies of scale and elimination of third party costs
- ready to integrate with the Virtual Underwriter

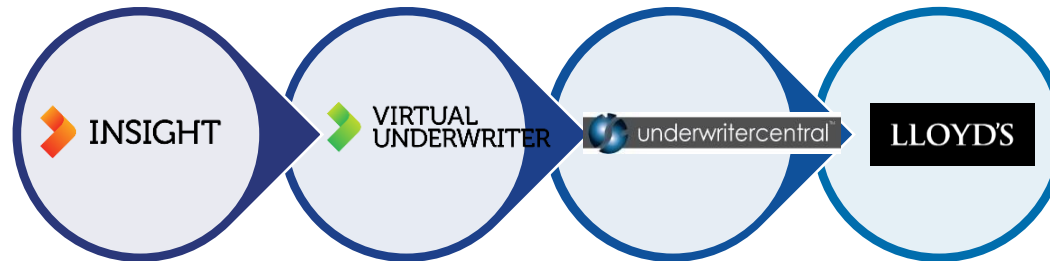
UnderwriterCENTRAL's differentiator:

- turnkey solutions for:
 - client, policy and claims administration
 - supports multiple auto-rated insurance products
 - document management
 - eCommerce portal
- configure (not code) for rapid cost-effective product delivery
- open interface using ACORD industry standards


UnderwriterCENTRAL – strategic initiatives

Strategic initiatives include:

- standardising UnderwriterCENTRAL across Steadfast agencies
- achieving straight through processing



- creating business intelligence through data mining



UnderwriterCENTRAL – strategic advantages

Key advantages of UnderwriterCENTRAL:

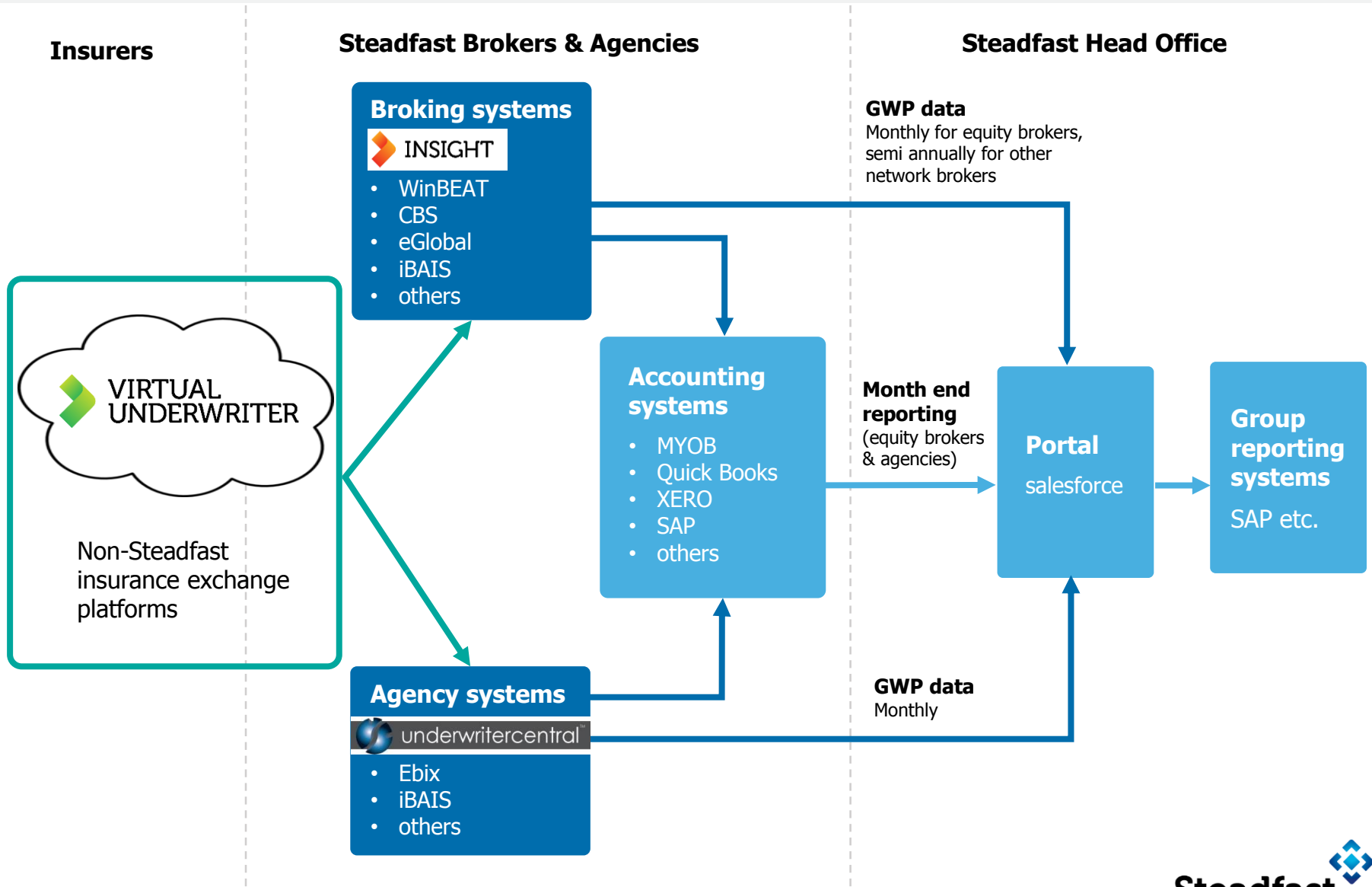
- 1) ability to control our destiny and our data
- 2) a platform for innovation
- 3) paves the way for greater efficiency
- 4) reduces the cost of doing business



Group reporting systems

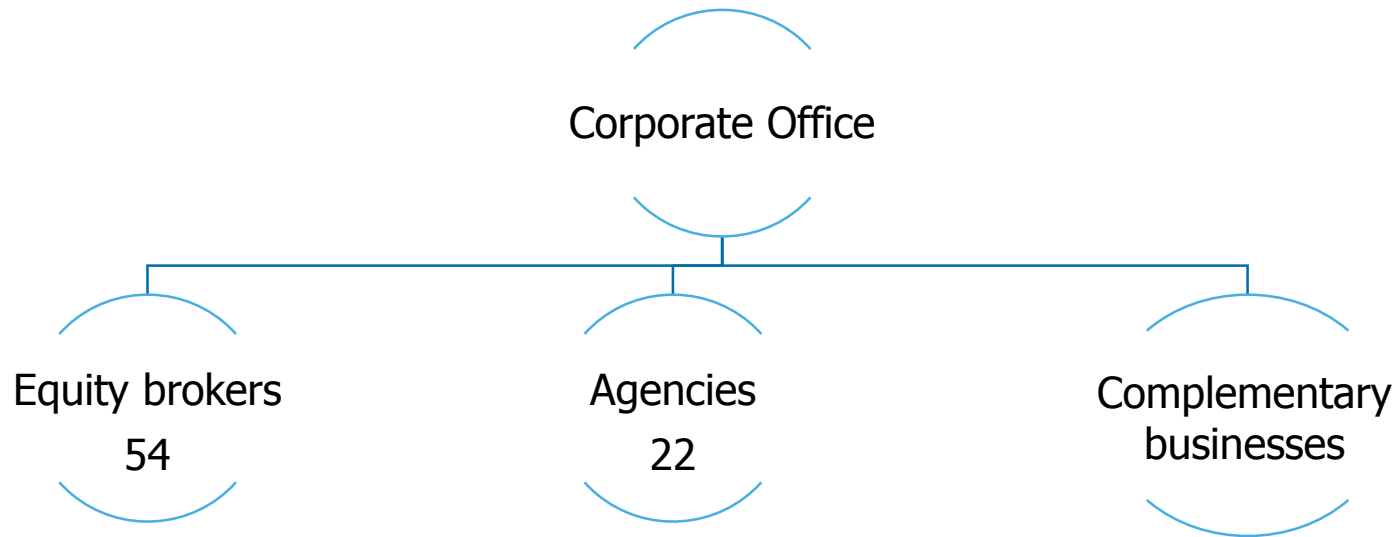
Stephen Humphrys – Chief Financial Officer

Steadfast IT world



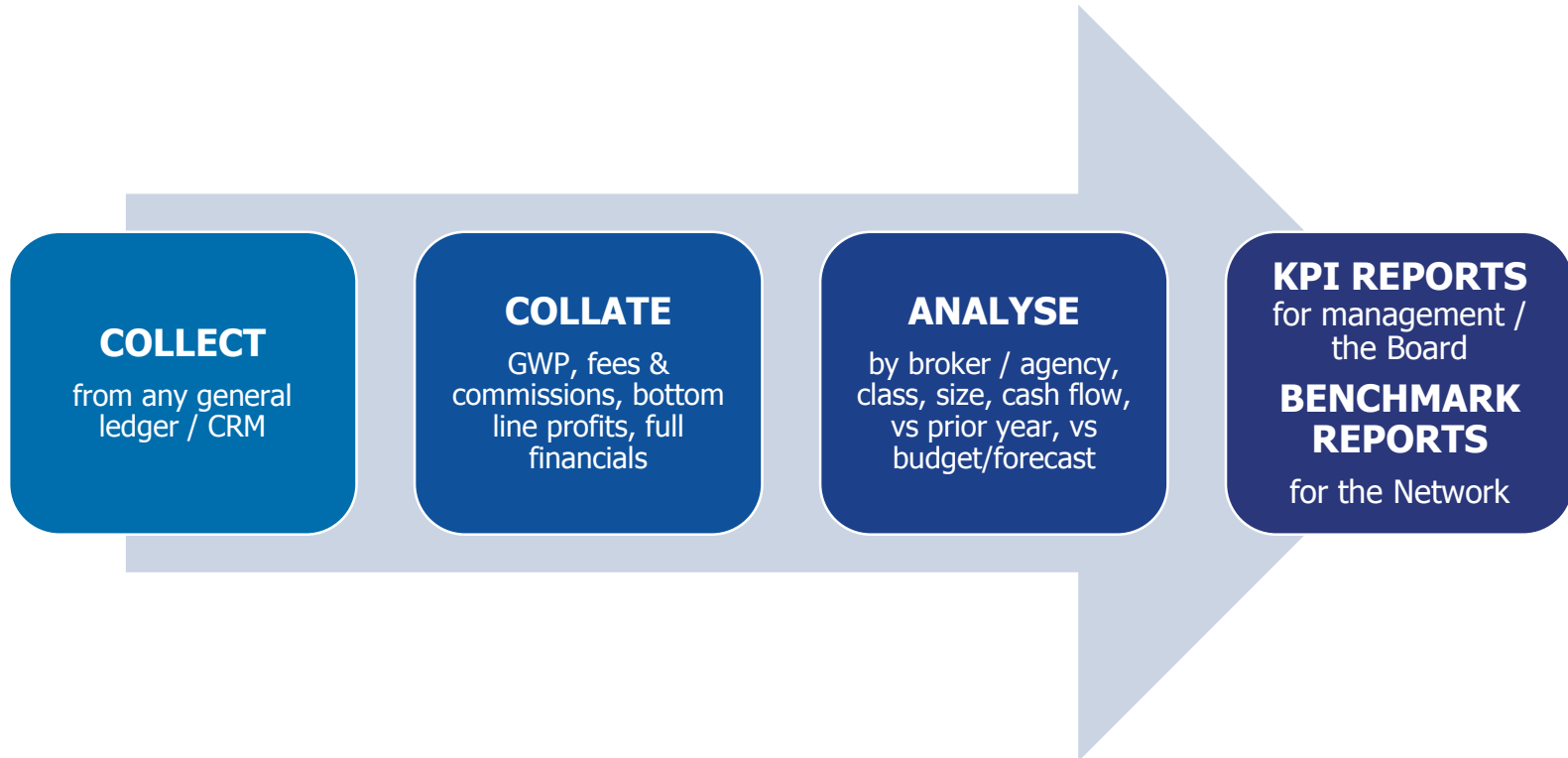
One view, many parts

Steadfast's group reporting systems enables management to monitor the performance of the group



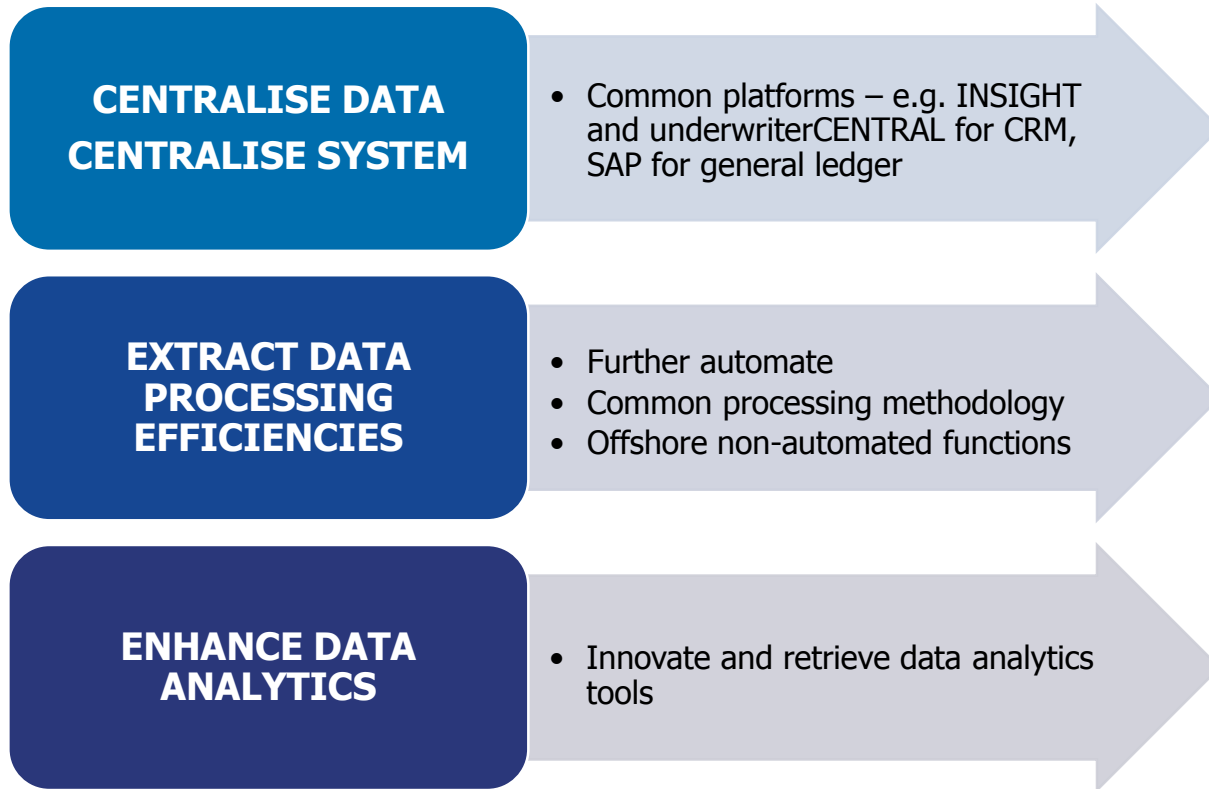
Current group reporting systems

Timely trend analysis and insight into actual performance



Next steps

Continue to extract synergies and capitalise on opportunities to better service clients





Questions



Steadfast Underwriting Agencies

Robert Kelly – Managing Director & CEO



Steadfast Underwriting Agencies

- Underwriting agencies are complementary to general insurance brokers and help diversify our operating model
- Since our ASX listing in August 2013, we have grown from 2 agencies with annual GWP of \$114m to 22 agencies with annual GWP of \$765m
- All specialise in different niche market segments and have their unique brand
- Around 50% of our agencies sell through non-Steadfast brokers

What is an agency?

- Agencies act on behalf of general insurers to design, develop and provide specialised insurance products and services for specific market segments
- In consultation with the underwriters, they determine the risk price and risk coverage and manage the underwriting process
- Most of their products are sold through insurance brokers
- They do not take on any underwriting risk or capital risk



Steadfast Underwriting Agencies

Simon Lightbody – CEO of Steadfast
Underwriting Agencies

Experts in **MOBILE PLANT PROTECTION**



Steadfast Investor Presentation – June 2016
Michael Murphy – Chief Executive Officer

MICHAEL MURPHY – BIO



- 5+ years as CEO of UAA (appointed CEO in January 2011)
- Expertise in strategic planning, analytical skills and client relationship management
- 35 years in the financial services sector, including:
 - 10 years at Citigroup, including Head of Sales and Distribution (Australia & New Zealand)
 - 25 years' experience in third party distribution (Brokers)

COMPANY HISTORY

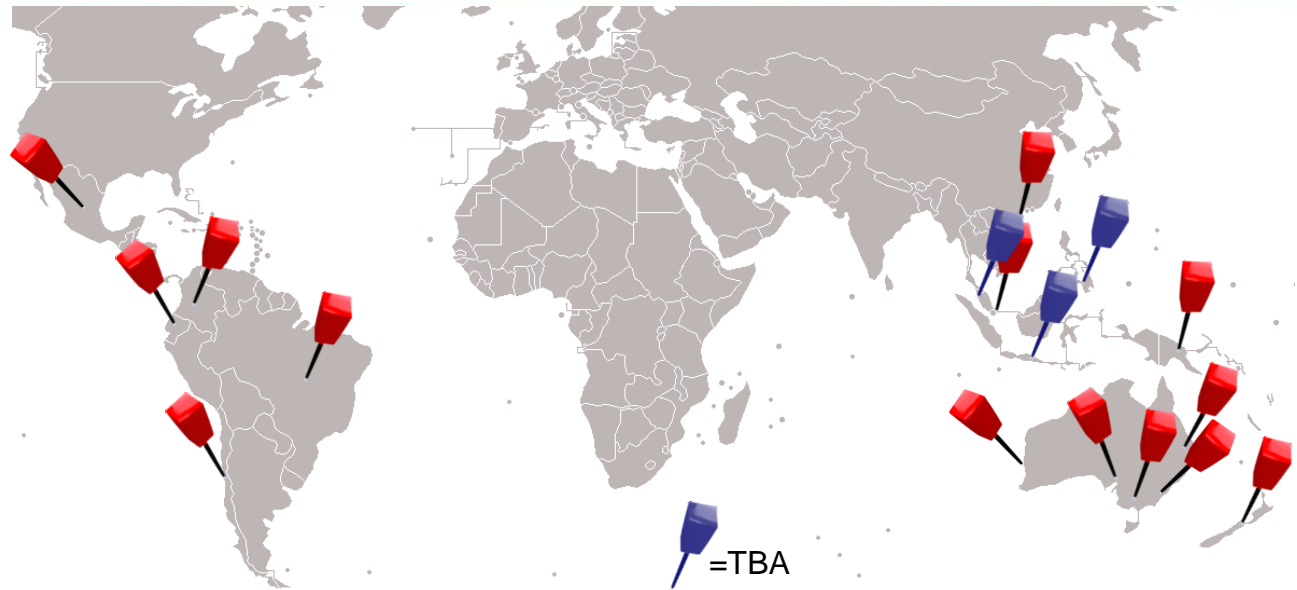
- Founded in 1972 in Newcastle, NSW
- Transformed into an underwriting agency in 1988
- Specialises in mobile plant protection
- 1 July 2008, purchased by QBE due to its specialist skills but remained as an independent operating underwriting agency which maintained its brand and ability to be nimble and productive
- 1 April 2015, purchased by Steadfast Group
- 10 year distribution agreement signed with QBE (Australia & New Zealand)
- Steadfast sold 10% to the UAA management team



ABOUT US



- Market leading insurance specialists in mobile plant and equipment (*cranes, heavy equipment, machinery, etc.*)
- Products underwritten by QBE
- Distribution through insurance brokers and other intermediaries

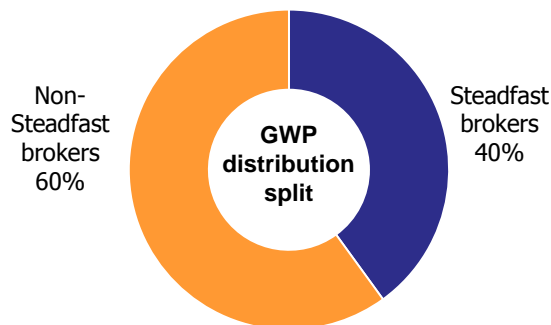


- 52 staff in offices in Newcastle (head office), Sydney, Brisbane, Perth, Melbourne, Adelaide & New Zealand
- UAA operations in Australia, New Zealand and Singapore
- QBE branded products supported by UAA's IP - Chile, Hong Kong & Macau, Brazil, Mexico, Colombia, Ecuador and PNG
- Expansion opportunities in Indonesia, Malaysia & Philippines (all UAA branded)

POST STEADFAST ACQUISITION



- Clean and smooth transition from QBE to Steadfast
- Increase in distribution from non-Steadfast brokers
- Policy count up 7%
- Staff morale at an all time high
- UAA Queensland named 'Underwriting Agency of the Year' by the Council of Queensland Insurance Brokers (CQIB) eight years in a row
- Increased utilisation of QBE Group Shared Services Centre (GSSC) in Manilla for claims processing and back office functions
- Successful launch into New Zealand
- Established Underwriting Agencies of Asia Pte Ltd to roll out Asian expansion



CHU Underwriting Agencies

Steadfast Investor Presentation – June 2016

Bobby Lehane – Chief Executive Officer



The CHUniverse App

Solutions for Modern Living

CHUniverse is CHU's free and simple to use app making claims easier.

DOWNLOAD IT TODAY FROM

Available on the App Store

ANDROID APP ON Google play



CHU
Strata Insurance

Bobby Lehane – bio

- Appointed CEO of CHU on 1 April 2015, upon Steadfast acquiring the agency from QBE
- Previously Executive General Manager of SME and Commercial Insurance at Zurich Financial Services Australia
- 7 years at Zurich, including roles as CIO for Asia Pacific & Middle East and COO of APAC General Insurance
- 12 years in technology-related roles at Multiplex, Commonwealth Bank and Lehman Brothers in London and Tokyo

- Founded in 1978
- Market leading strata insurance specialist, underwriting more than 100,000 schemes across Australia (residential and commercial)
- Five offices across Australia
- Underwritten by QBE (10 year distribution agreement signed with Steadfast on 1 April 2015)

What is strata?

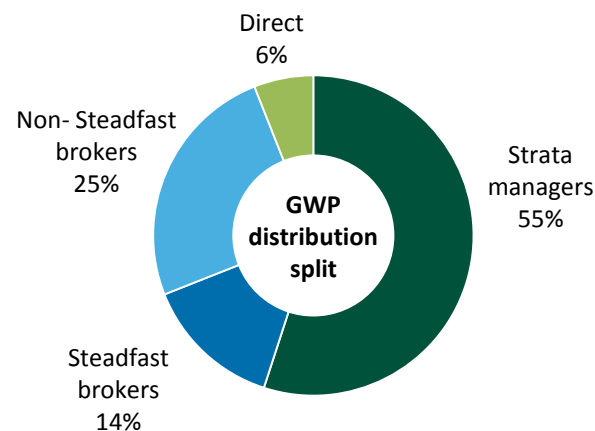
- ❑ Strata title allows individual ownership of part of a property, combined with shared ownership in the remainder through a legal entity called the owners corporation — or body corporate, strata company or community association
- ❑ The concept came into being 50 years ago and there are now more than 270,000 such schemes, encompassing more than two million individual lots across Australia

Opportunities

- Strong brand reputation within strata niche
- Very loyal authorised representative network
- Skilled people
- Underlying growth in the Australian retail and commercial strata markets due to population growth and increased complexity of strata titles

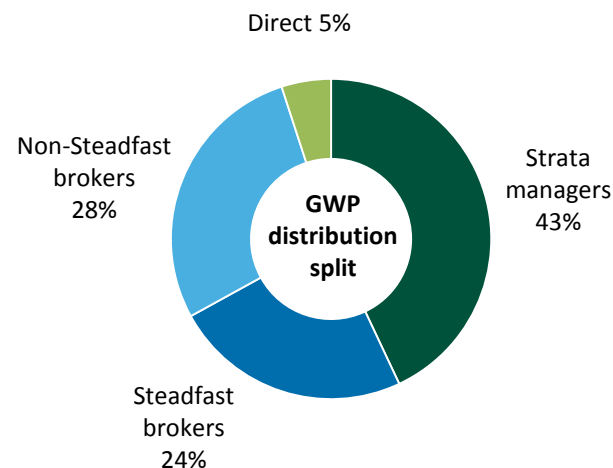
Threats

- Business shrinking (i.e. policy count) due to inflexible pricing model
- Influx of new competitors gaining market share with lower prices
- Low staff morale
- Ineffective IT infrastructure
- Inefficient claims management
- Under-represented by the broker channel



15 months later

- Stopped the decline in GWP and started policy count growth by re-engaging the market
 - Greater autonomy as part of Steadfast to respond to pricing, etc
 - More customer centric/sales-focused
 - Re-engaged staff with united vision and sense of purpose
 - Transitioned off QBE's IT infrastructure
 - Accelerated delivery of integration synergies and expense management
 - Initiated claims remediation
 - Expanded into far north Queensland and the Northern Territory
- Increased use of brokers as distributors of product



Digital Transformation with CHUniverse

- **Fix It** allows you to quickly and easily submit a claim without the need to fill out lengthy forms
 - Snap a few photos or upload them from your gallery
 - GPS finds your exact location, or you can enter a new one
 - Submit your report from anywhere at anytime
 - Get notified of updates on your claims as they happen
- **Pay It:** make a policy payment quickly and easily online
- **Check It:** instantly request a certificate of currency
- **Agent/Broker Log In:** registered agents and brokers can log in for quotes, claims history, etc.
- **CHU 24 Hour Assist:** reach CHU's 24 hour assistance line for urgent repairs
- **CHU Locations:** contact one of CHU's offices using a full list of phone numbers and email addresses
- **My Reports:** view your saved and sent 'Fix It' reports



Strategic initiatives

**Extend product
range**

**Extend digital
footprint**

**Complete claims
remediation**

**Deepen
relationships with
key intermediaries**

**Reclaim lost
direct business**

**Extend
geographic
footprint**

**Streamline
claims
& UW functions**



Key takeaways

Robert Kelly – Managing Director & CEO



Key takeaways

- Steadfast owns a market leading technology business that is core to our value proposition
- Steadfast Underwriting Agencies London Binder is expected to create significant growth opportunities for all parties involved
- UAA & CHU are both performing ahead of expectations due to strong leadership, a productive partnership with QBE and a focus on growth opportunities
- Re-affirm FY16 guidance (underlying cash EPS growth guidance range of 10%-14% and underlying NPATA guidance range of \$80m-\$83m, up 41-46%)¹
- FY16 results to be released on 24 August 2016

¹ Key assumptions include flat market conditions and no material acquisitions. Also refer to the key risks on pages 26-27 of Steadfast's 2015 Annual Report.



Questions