

6 October 2023

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

Dear Sir

**Steadfast Group expands into the US insurance market and is pleased to announce the acquisition of the ISU Group**

Please find attached the market release and the acquisition of ISU Group investor presentation.

This announcement is authorised by the Steadfast Disclosure Committee.

All queries in relation to this announcement should be directed to:

Shalome Ruiters  
Steadfast Group Limited  
EGM – Investor Relations and ESG  
0404 811 847

Yours faithfully



Duncan Ramsay  
Company Secretary

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## MARKET RELEASE

6 October 2023

### **Steadfast Group expands into the US insurance market and is pleased to announce the acquisition of the ISU Group**

Steadfast Group has completed an agreement to acquire 100% of ISU Group (ISU). ISU is one of the largest privately owned independent insurance agency networks in the United States of America.

In summary:

- Acquisition price of US \$55 million
- The acquisition will be funded from Steadfast's existing corporate debt facilities and free cashflow
- Expected to be EPS accretive from date of acquisition
- The ISU purchase is consistent with our successful acquisition strategy

For further information, refer to the Investor Presentation lodged with the ASX today.

Managing Director & CEO Robert Kelly commented: "Following numerous discussions and presentations to US intermediaries and insurance carriers, Steadfast has identified significant opportunities to deliver its unique business model to the US insurance market.

We are excited to do this through our acquisition of ISU, given their cultural alignment with Steadfast, established and trusted brand and experienced management team.

We look forward to working with the ISU team to deliver further value to ISU through implementing, where appropriate, Steadfast business and insurance solutions to support ISU members and their clients."

This announcement is authorised by the Steadfast Disclosure Committee.

For more information, please contact:

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Steadfast Group, established in 1996, is the largest general insurance broking network and the largest underwriting agency group in Australasia. The network provides services to broker businesses across Australia, New Zealand, Asia and London. As of June 2023, Steadfast Network brokers and underwriting agencies generated billings of more than \$13 billion. Steadfast also operates as a co-owner and consolidator through its equity interests in a number of broker businesses, underwriting agencies and other complementary businesses. Steadfast Group also has a 60% equity stake in UnisonSteadfast, a global general insurance broker network with 271 brokers in 115 countries. For further information, please visit [investor.steadfast.com.au](http://investor.steadfast.com.au)





# Steadfast Group

Acquisition of ISU Group

Investor Presentation

# 2023

6 October





# ISU Group - Acquisition Summary

ISU Group operates one of the largest independent insurance agency networks in the US

Acquisition of ISU Group	Strategic alignment of ISU Group acquisition
<ul style="list-style-type: none"><li>• Acquisition of 100% of ISU Group for consideration of US\$55 million</li><li>• Acquisition will be funded from Steadfast's existing corporate debt facilities and free cash flow</li><li>• Expected to be EPS accretive from date of acquisition</li><li>• The ISU purchase is consistent with our successful acquisition strategy</li></ul>	<ul style="list-style-type: none"><li>• Successful business with long history and growth track record</li><li>• Experienced management team to remain post acquisition</li><li>• Established and trusted brand</li><li>• Capital light business model with strong cash flow generation underpinned by stable and recurring revenue</li><li>• Highly scalable business model offering significant opportunity to grow by increasing membership and consolidating production under ISU Group contracts</li><li>• Introduction of Steadfast's Underwriting Agencies</li><li>• Introduction of Steadfast Technologies</li><li>• Rollout of Steadfast Network services and potential to invest in independent agencies within the Network</li></ul>

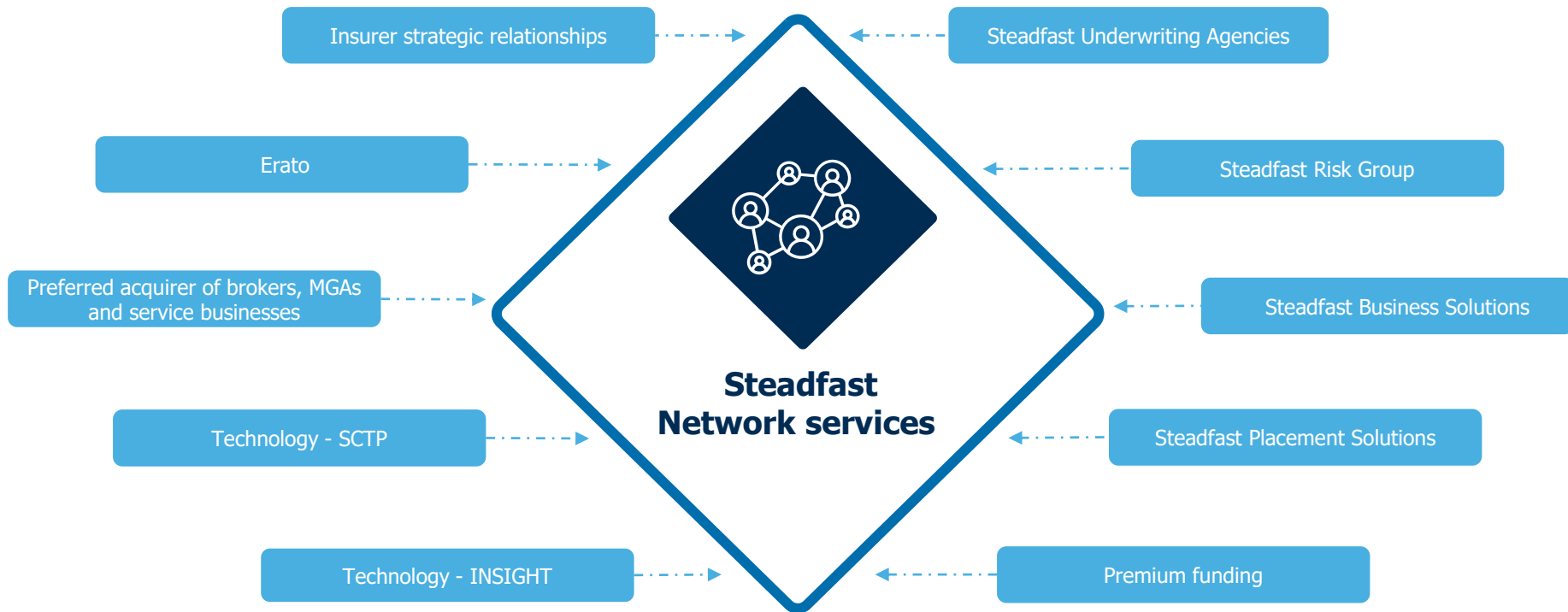
# Overview of ISU Network

ISU operates one of the oldest and most established insurance agency networks in the US

- Based on the total revenue and premium generated by its members, ISU Network is one of the largest independent agency networks in the US
- ISU Network members are located across more than 40 US states with approximately 220 agency members, and contracts with 75 insurance carriers and wholesalers
- ISU Network members operate independently in their local markets with network support, and there is no equity ownership
- ISU Network aids members with access to preferred carriers and access to peer to peer coaching and best practices

# Potential benefits to ISU Network members

Opportunity to enhance ISU Group's service offering to members



# Steadfast's US Strategy

Long-term growth and return on capital driving shareholder value

## US general insurance market

- The US market provides Steadfast with a significant new avenue of growth
- The US population is c.12.5x Australia's population and the US general insurance market is c. 15x the Australian market
- The Independent Insurance Agents & Brokers of America (the "Big I") estimates that there are approximately 40,000 independent property & casualty brokers and agents in the US, and around half of these brokers and agents use wholesale brokers or MGAs for commercial lines
- The US has a similar network model which is operationally and culturally aligned with Steadfast's Australasian network model
- Steadfast's product and service offering can substantially enhance what is currently offered in the US, providing potential for Steadfast to enhance and extend ISU's product and service offering to members
- ISU provides Steadfast with a low-risk approach to the US insurance market and potential for strong growth in revenue and profit

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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" refers to the financial half year ended 31 December. "2H" refers to the financial half year ended 30 June.





**Steadfast**  
THE STRENGTH YOU NEED