



**STW COMMUNICATIONS GROUP LIMITED**  
ABN 84 001 657 370

**APPENDIX 4D**  
**30 JUNE 2009**

# Appendix 4D

## Half year report

### 1. Company details

Name of entity

**STW Communications Group Limited**

ABN or equivalent company  
reference

**84 001 657 370**

Half year ended ('current period')

**30 June 2009**

Half year ended ('previous period')

**30 June 2008**

### 2. Results for announcement to the market

\$A'000's

2.1	Revenues from ordinary activities	Down	6%	to	\$138,237
2.2	Profit (loss) from ordinary activities after tax attributable to members	Up	8%	to	\$12,817
2.3	Net profit (loss) for the period attributable to members	Up	8%	to	\$12,817
2.4	<b>Dividends</b>		Amount per security		Franked amount per security
	Interim dividend declared		1.5¢		1.5¢
2.5	Record date for determining entitlements to the dividend.		14 September 2009		

### 3. NTA backing

	Current period	Previous corresponding Period
Net tangible asset backing per ordinary security	(15) ¢	(40) ¢

## 4 Dividends

### Individual dividends per security

		Date dividend is payable	Amount per security	Franked amount per security at 30% tax	Amount per security of foreign source dividend
	<b>Interim dividend:</b> Current year	30 September 2009	1.5¢	1.5¢	Nil
	Previous year	30 September 2008	4.8¢	4.8¢	Nil

## 5 Dividend Reinvestment Plans

The dividend or distribution plans shown below are in operation.

A dividend reinvestment plan will not be in operation

The last date(s) for receipt of election notices for the dividend or distribution plans

N/A

## 6 Details of associates and joint venture entities

	Note	<b>Consolidated Entity</b>	
		<b>2009</b>	2008
		<b>\$'000</b>	\$'000
Share of equity accounted investments contribution to net profit:			
J. Walter Thompson Group	(a)	<b>972</b>	<b>915</b>
GroupM Communications (Mindshare)		<b>183</b>	<b>676</b>
Ogilvy Public Relations Group		<b>159</b>	<b>481</b>
Other contributions		<b>994</b>	<b>1,754</b>
<b>Equity share of associated entities' net profit</b>		<b><u>2,308</u></b>	<b><u>3,826</u></b>

(a) The J. Walter Thompson Group comprises Marketing Communications Holdings Australia Pty Limited, i2i Communications Pty Ltd and J. Walter Thompson International Ltd (New Zealand).

<b>Name</b>	<b>Ownership Interest</b>	
	<b>2009</b>	2008
ANOP Research Services Pty Limited	(i)	50%
Ogilvy Public Relations Worldwide Pty Limited and its controlled entities	49%	49%
Marketing Communications Holdings Australia Pty Limited and its controlled entities	49%	49%
i2i Communications Pty Limited	49%	49%
J. Walter Thompson International Limited (New Zealand)	49%	49%
Massive Media Pty Limited and its controlled entities	49%	49%
Zoo Communications Pty Limited	50%	50%
International Quarterback Pty Limited and its controlled entities	(ii)	44.1%
GroupM Communications Pty Limited and its controlled entities	47.5%	50%
Brett Goulston & Associates Pty Limited	(iii)	49%
Torque Australia Pty Limited	40%	40%
I. M. Advertising Pty Limited	(iv)	49%
International Events and Speakers Pty Limited	50%	50%
Evocatif Pty Limited	49%	49%
STW Automotive Advertising Pty Limited	(i)	50%
Straterjee Pty Limited	25%	25%
Adcast Unit Trust	40%	40%
Junior Advertising Pty Limited	(iv)	25%
New Dialogue Pty Limited	49%	49%
Jamshop Pty Limited	40%	40%
ICRE8 Pty Limited	37.5%	37.5%
Entertainment Alliance Events Pty Limited	25%	25%
Catalyst Advertising Pty Limited	50%	50%
Paragon Design Group Pty Limited	49%	49%
TCO Pty Limited	40%	40%
White Digital Pty Limited	49%	49%
Spinach Advertising Pty Limited	20%	-

(i) The Company disposed of its interests in these entities during the second half of the 2008 financial year.

(ii) The Company swapped its interest in this entity for an 84.9% interest in Subnine Pty Limited during the current financial period.

(iii) The Company acquired additional shares in this entity during the second half of the 2008 financial year resulting in the acquisition of a controlling interest.

(iv) The Company acquired additional shares in these entities in the current reporting period resulting in the acquisition of a controlling interest.

## 7. Acquisitions

<b>Entity Acquired</b>	<b>Principal Activity</b>	<b>Date control acquired</b>	<b>Acquired %</b>	<b>Total Current Ownership Interest %</b>	<b>Cost of Acquisition \$'000</b>
IM Advertising Pty Limited	Advertising Agency	1 <sup>st</sup> January 2009	21%	70%	1,156
Junior Advertising Pty Limited	Mass Communications	1 <sup>st</sup> January 2009	55%	80%	7,359
Subnine Pty Limited	Sponsorship and Event management	1 <sup>st</sup> January 2009	84.9%	84.9%	-

On 1<sup>st</sup> January 2009, STW Media Services Pty Limited (“SMS”) acquired an additional 21% of IM Advertising Pty Limited (“IM Advertising”) thereby increasing SMS’s ownership to 70%. IM Advertising is a full service advertising agency which operates out of Sydney.

On 1<sup>st</sup> January 2009, STW Media Services Pty Limited (“SMS”) acquired an additional 55% of Junior Advertising Pty Limited (“Junior”) thereby increasing SMS’s ownership to 80%. Junior is a marketing communications advertising agency which operates out of Brisbane.

On 1<sup>st</sup> January 2009, STW Media Services Pty Limited (“SMS”) gained control of Subnine Pty Limited (“Subnine” - formerly STW Sports & Events Pty Limited). This was achieved through swapping the Group’s 44.1% stake in International Quarterback Pty Limited and its controlled subsidiaries (which included STW Sports & Events Pty Limited) for an 84.9% stake in Subnine. Subnine is a sponsorship and event management company operating out of Sydney.



Robert Mactier  
Chairman  
Sydney  
18 August 2009



Michael Connaghan  
CEO & Managing Director