

Digital influence, insight and innovation - a significant driver of growth



Today

- Introduce you to the STW digital group of companies
- We are Australia's largest digital group, and we'll explain why we know we will continue to be so
- This will be proven through the metrics of digital success in
 - Revenue
 - Client quality
 - Breadth of service and capability
 - Depth of client engagement
- Share our expert opinion on the market

The issues

- A lot of talk about digital business
- Gold rush inconsistency
- Is there evidence of digital business being significant and sustainable?
- Clients want a simple destination for their communication needs

STW Digital Reality

Multichannel Integrated Leadership

STW Digital Reality

...ensure shareholders benefit

...leverage our best in breed digital businesses

...maximise benefits of shift in focus of marketing wallet

...take advantage of new revenue streams

...integrate traditional channels of engagement

Online is a mass medium



75% of Australians,
12.5 million, over the age of 14
have access to the internet
either from home/work/school



68% access the internet
at least weekly



11 million active
internet users

Roy Morgan

What are they doing online

11.1m Australians access a range of websites each month...

Information:
portals*, searching &
gathering
10.2m

Entertainment:
music, sport, movies,
games & books
9.1m

Transacting:
banking, insurance &
online trading
6.9m

Communicating:
email & ISPs**
9.5m

News:
directories, newspapers,
weather
7.8m

Travel:
airlines,
accommodation, maps
5.8m

Computers:
hardware & software
8.8m

Shopping:
Auctions, Classifieds
6.8m

Lifestyle:
personal dating & health
5.4m

Source: Nielsen NetRatings

*Portal includes portal-based email such as Hotmail & Yahoo.

**Includes web-based email and email accessed via ISP homepages such as ozemail, iprimus, optushome

People are consuming less traditional media since using the Internet



14% watching less TV



10% listening to less Radio



10% reading less Magazines

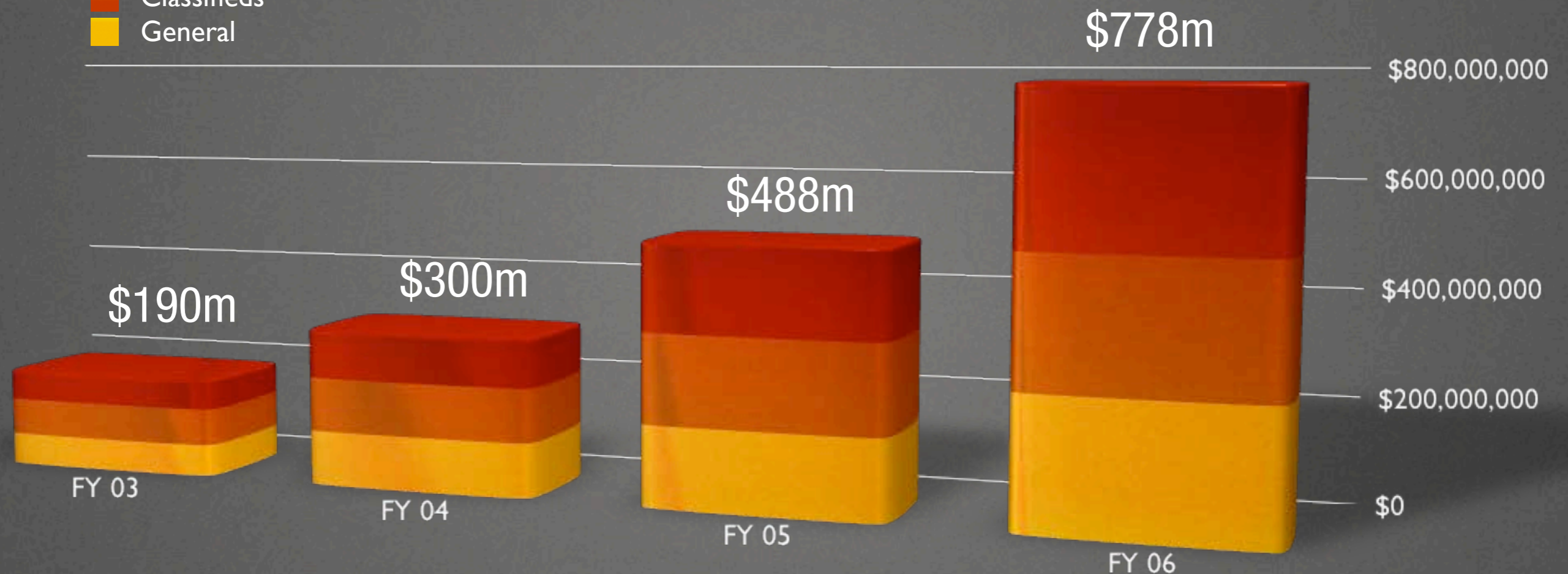


9% reading less Newspapers

Roy Morgan

Online has experienced an average growth of 60% YOY

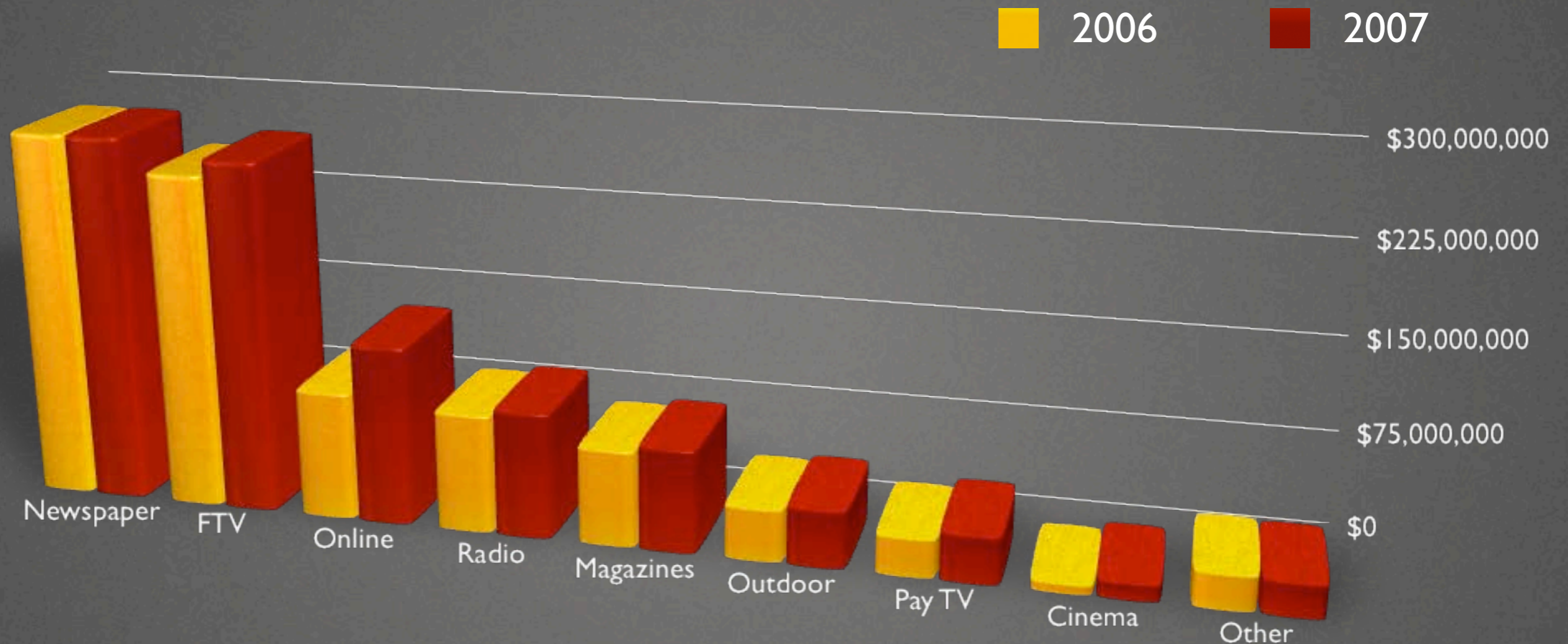
- Search & Directories
- Classifieds
- General



FY07 - \$1,282 m 65% Growth

FY08 - (forecast) \$1,712 m 34% Growth

Online is now #3 in Australia



Online spend is now higher than Outdoor, Cinema, Radio & Magazines

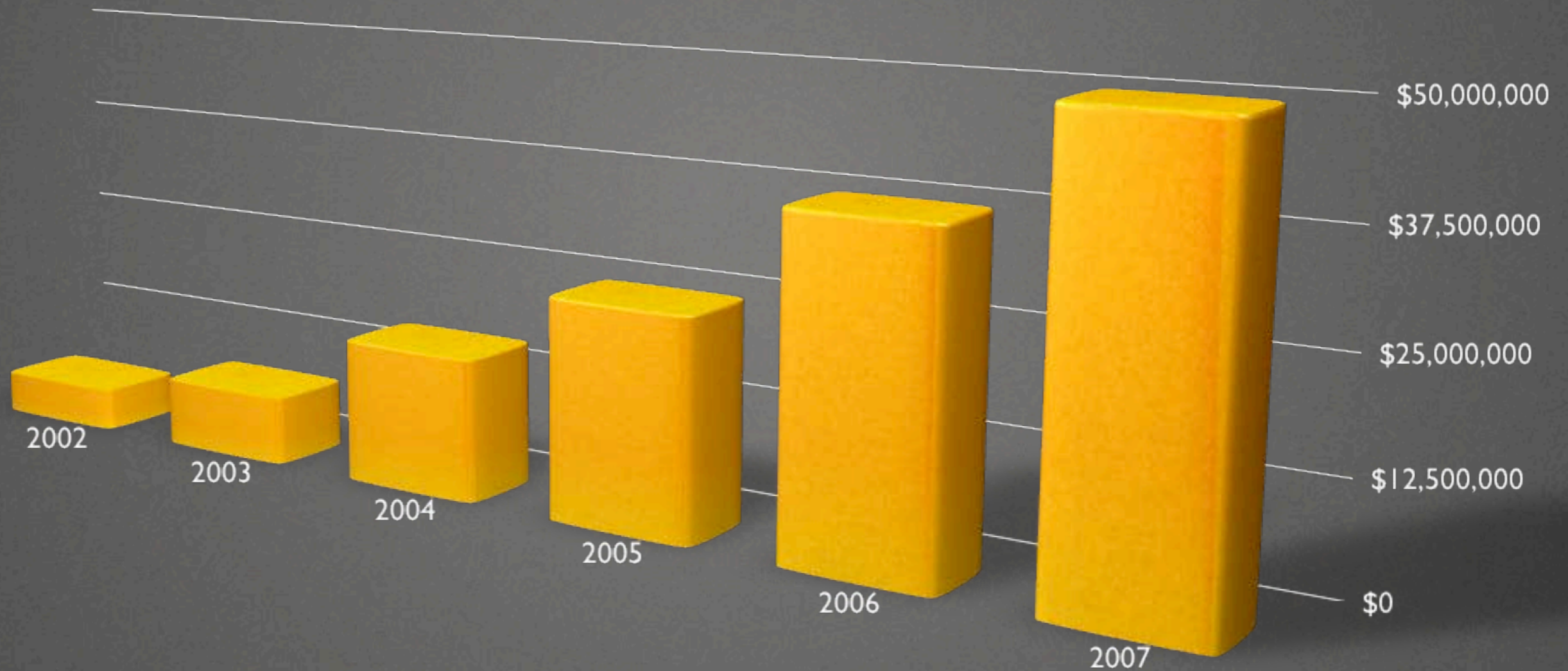
THIS IS THE OPPORTUNITY

This is the opportunity...

- Movement of dollars to digital provides opportunity
- The digital capabilities and touch-points within the group cover a broad area
- Growth through diversification

The facts speak loudly

STW Digital Revenue



neo@Ogilvy

SALES SUCCESS
IDEAS WITH IMPACT

Connect

OgilvyInteractive
worldwide



BRETT GOULSTON
& ASSOCIATES

MindShare INTERACTION

Singleton OgilvyInteractive
worldwide

newagency

massive

alpha salmon

dt digital

newdialogue

the whiteagency

permission
communications
Connect with your customers

STW GROUP LIMITED

STW's Digital Influence

- Capability coverage across 10 core areas
 - Digital strategy
 - Digital creative
 - Digital media
 - Website strategy/build
 - Campaign implementation
 - Search - paid and organic
 - Email & mobile strategy & deployment
 - Technology, infrastructure & hosting
 - Analytics
 - Innovation

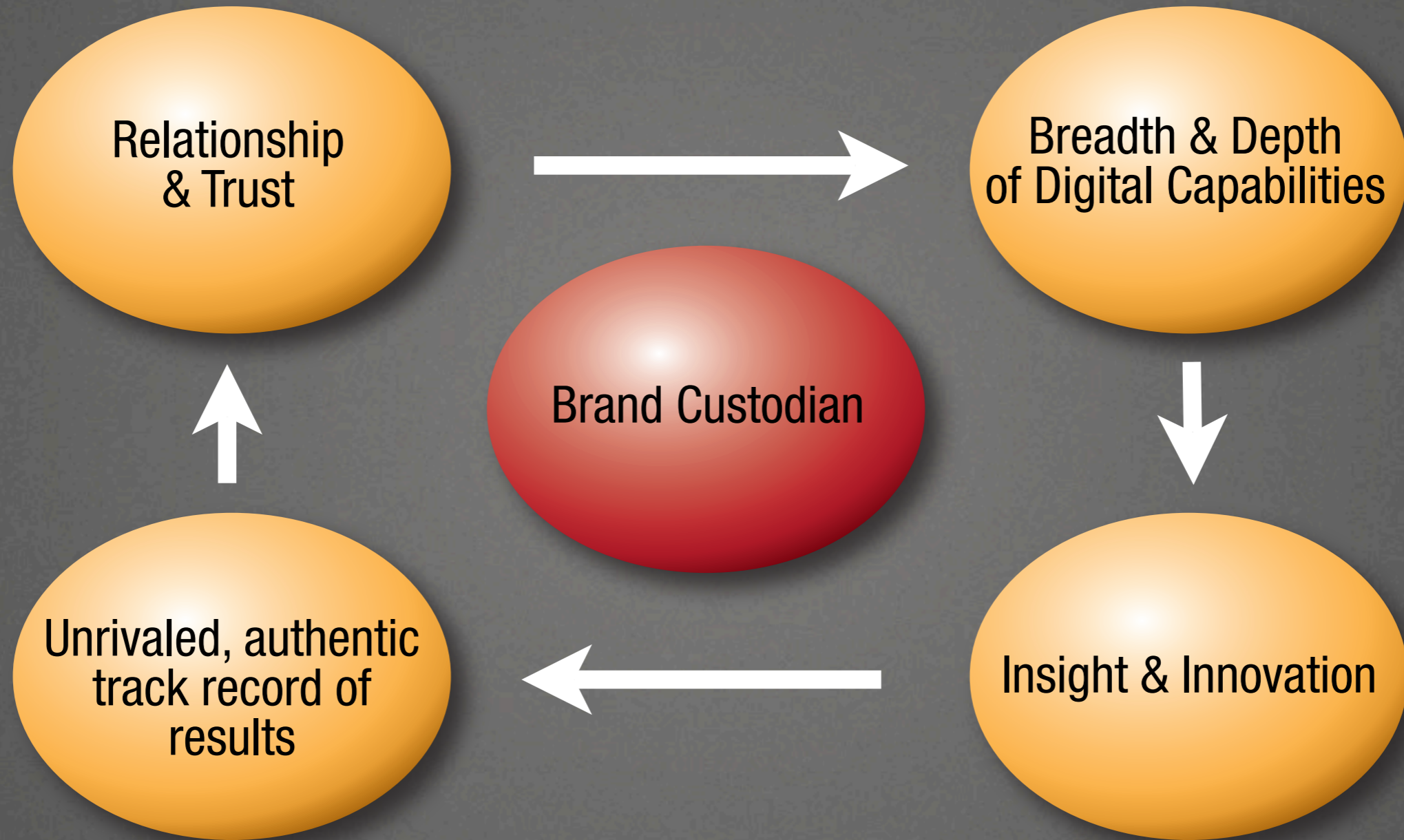
STW Capability by Company

	Digital Strategy	Digital Creative	Digital Media	Website Build	Campaign Implement	SEO SEM	Email & Mobile	Technology & Hosting	Analytics	Innovation
SOI	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Neo@Ogilvy	Yes	No	Yes	No	No	Yes	Yes	No	Yes	Yes
DT Design	Yes	Yes	No	Yes	Yes	No	Yes	Yes	No	Yes
Massive	Yes	Yes	No	Yes	Yes	No	No	Yes	Yes	Yes
rmg connect	Yes	Yes	No	No	Yes	No	Yes	No	Yes	No
Alpha Salmon	Yes	No	No	Yes	No	No	No	Yes	No	No
BGA	Yes	Yes	No	No	Yes	No	No	No	No	No
New Dialogue	Yes	Yes	Yes	No	Yes	Yes	No	No	Yes	Yes
Mindshare	Yes	Yes	Yes	No	Yes	Yes	Yes	No	Yes	No
Permission	Yes	Yes	No	No	Yes	No	Yes	Yes	Yes	No
The White Agency	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Torque	Yes	No	No	No	No	No	No	No	Yes	No
AMR Interactive	Yes	No	No	No	No	No	No	No	Yes	No



One Giant Digital Step Ahead

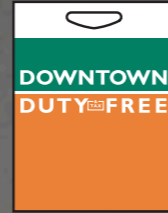
Digital Momentum Model



Momentum Model Proof Points



AustralianSuper

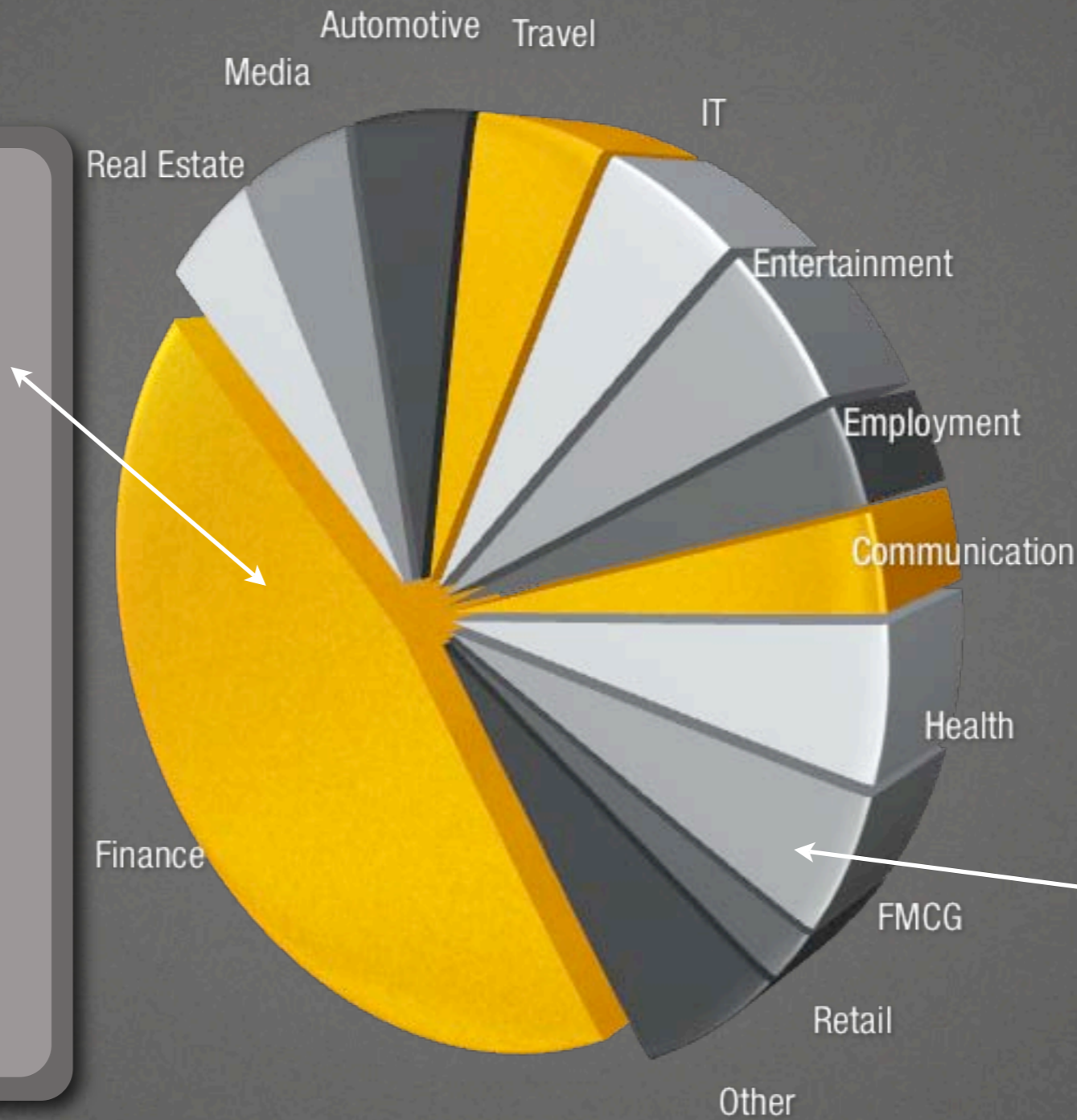


IT'S DUTY FREE GO FOR IT



Who is spending online?

- American Express
- HSBC
- Commonwealth Bank
- Intelligent Investor
- FSEAA
- MFAA
- Hillross (AMP)
- BankWest
- AMP
- ING
- MLC



- Coca-Cola
- Nestle
- P&G
- Unilever
- Kelloggs
- Uncle Tobys
- Masterfoods
- Sunsilk
- Milo
- Maggi
- Schick
- Purina
- Dolmio

The future

The Future of STW Digital

- Pursue opportunities in areas we have identified by our clients where they have requirements
- An industry based study will be completed by Q1 2008
- Acquire, start-up and nurture market leading businesses in this environment
- Establishment of an STW Digital Innovation capability - harnessing the capability of the group and outside specialists
- Establish the STW Digital Cadetship

Finally...

Summary

- We have proven how and why we are number one in digital in Australia
- Our group of companies, our strategy, our clients and our revenues prove it
- We are well positioned to deliver leadership in digital
- We look forward to a great digital future in the STW Group

Digital Leadership



One Giant Digital Step Ahead

