

MEDIA RELEASE

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Steadfast and Hollard invest in emerging risks underwriting agency – Emergence

Steadfast Group Limited ("Steadfast") (ASX: SDF) is pleased to announce the launch of a new underwriting agency, Emergence Insurance Group Pty Ltd ("Emergence"), based in Sydney, NSW and co-founded by Troy Filipcevic and Chris Stallard.

Emergence specialises in new and emerging risks tailored to the SME market in Australia, New Zealand, South Africa and Asia. The first product to market is Cyber Event Protection, which has been specifically designed for SME clients in collaboration with cyber experts, reinsurers, brokers and customers.

Emergence Director, Troy Filipcevic, said, "Partnering with Steadfast enables us to develop products by being close to the customer, plus our association with Hollard has facilitated robust product development and speed to market. We look forward to leveraging the strength and knowledge of both these organisations."

Emergence Director, Chris Stallard, said, "Our first product to market addresses one of the most significant emerging risks worldwide – cyber security. The World Economic Forum identified that two of the highest concerns for businesses are data fraud/theft and an escalation in large-scale cyber attacks. Our research suggests that this is as significant to SMEs as it is to large corporates based on the type, frequency and severity of attacks."

Managing Director & CEO of Steadfast, Robert Kelly, added, "We are excited to back an innovative line of insurance products that deal with emerging risks like cyber insurance. Troy and Chris are well placed to educate brokers on insuring new risks for their client base."

CEO of Hollard Insurance, Richard Enthoven, commented, "Hollard has a passion for supporting entrepreneurs and we are pleased to be working with the Emergence team to introduce products tailored to SME clients that target new markets and challenge traditional areas of insurance."

The two founders – Troy Filipcevic and Chris Stallard – have over 20 years of experience in insurance broking, underwriting, reinsurance and portfolio/product management. Troy was formerly Executive Manager of Strategy at Suncorp Group and previously worked for Deloitte. He is also Chairman of ACORD in Australia and sits on their Global Standards Committee. Chris recently led the commercial portfolio and SME portfolio teams for Suncorp and has worked for AIG in Lloyd's of London. They can be contacted at troy@emergenceinsurance.com.au and chris@emergenceinsurance.com.au

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About Steadfast Group

Steadfast, established in 1996, is the largest general insurance broking network and the largest underwriting agency group in Australasia. Our network provides services to over 300 insurance broker businesses across Australia, New Zealand and Singapore. Steadfast brokers and underwriting agencies generated annual billings of more than \$5 billion for the 12 months ended 30 June 2014. Steadfast also operates as a co-owner and consolidator through its equity interests in a number of insurance broker businesses, underwriting agencies and other complementary businesses. For further information, please visit investor.steadfast.com.au

About the Hollard Group

Hollard's general insurance business, established in 1999, operates through The Hollard Insurance Company Pty Ltd, an APRA regulated insurance company which is wholly owned by Hollard Holdings Australia Pty Ltd. Hollard's life insurance business operates through Hollard Financial Services Pty Ltd and its controlled entities and is wholly owned by Greenstone Ltd. The Hollard Group's Australian businesses have grown to over 1,000 employees and covers more than 750,000 policyholders. The group offers a wide range of insurance products including life insurance, income protection, pet insurance, home and contents and motor insurance through its own retail brand, Real Insurance, as well as white label partners like Woolworths, Medibank Private, RSPCA and Australian Seniors Insurance Agency. For further information, please visit www.hollard.com.au