

Wellcom Group Limited (ABN 85 114 312 542)

2018 AGM – CHAIRMAN’S ADDRESS

29 October 2018

Good morning ladies and gentlemen.

May I wish you a very warm welcome to the 2018 Wellcom Group, Annual General Meeting.

If I could request that you make sure your mobile phones are switched off or turned to silent mode during the presentation – thank you.

On behalf of my fellow directors, Mr Kerry Smith, Mr Charles Anzarut, and Ms Janette Kendall, thank you for joining us here today.

I am Wayne Sidwell, Chairman of Wellcom Group. Being 10:30am, and as we have a quorum, it is with great pleasure to declare the 2018 AGM open.

As well as my fellow Board Members, we are joined by our CEO Australia / New Zealand, Mr Andrew Sidwell, and our Company Secretary, Chief Financial Officer and Global Chief Operations Officer, Mr Andrew Lumsden.

Also in attendance is our company auditor, Mr Nick Walker, Partner, HLB Mann Judd, and a warm welcome to you Nick.

I am very pleased to announce that 2018 has been a very solid year with positive results from all of our global businesses.

The business has grown across the globe and all of the planning of the past three years is paying dividends.

But we are never complacent, there are always more challenges and developments to maintain continual momentum for the future.

Last year we proposed many important strategies to drive the business forward to get to where we find ourselves today – and I believe the results speak for themselves.

I am pleased to announce our financial highlights for the year ended June 30 2018:

- Statutory revenues from continuing operations increased 7% to \$155.2 million.
- Net revenues (excluding pass through costs) increased by 9% to \$107.6 million.
- Earnings before interest, tax, depreciation and amortisation, increased by 9% to \$20.5 million.
- Earnings before interest and tax increased by 11% to \$17.7 million.
- Net profit after tax increased by 10% to \$11.7m
- Cash flows from operating activities increased by 49% to \$15.1 million.
- Earnings per share rose 10% to 29.9 cents.

We hold minimal debt in the business, with debt exceeding cash and cash equivalents of only \$2.2 million.

The business has also returned a significant amount of funds to shareholders during the year, totalling 46 cents per share, and representing a payout ratio of approximately 154% of full-year profits.

The purpose for the increased dividends in the year was to return a portion of excess franking credits equitably to shareholders and, through debt financing, to ensure Wellcom achieved a more efficient capital structure.

This has been a very pleasing result.

Once again, revenue contribution has been impressive across the entire Wellcom Worldwide Network.

In my address last year I outlined some very positive strategies that would provide strong momentum and prepare the way for a successful 2018.

I also stated that my strong belief in our technology and creative strengths would become the foundation stones for this success.

I explained that people were our greatest asset and that we had to protect that investment. So, to do this, we are going to introduce a total wellbeing package for our global staff to foster a healthier work place. A healthy workplace is a happy and productive workplace.

Last year I outlined our senior management changes starting with Andrew Sidwell who moved into the position of CEO (Australia/New Zealand).

Andrew had previously been assigned with the task of re-engineering the London office with the then, recently appointed London management team.

This included a transition plan to take the business from what had been a conventional pre-press company to that of a hi-end content creative, technology and digital operation which has been completed extremely well.

It didn't just stop there either as it also included some hard management calls including:

- taking costs out of the business without impeding services and delivery;
- re-structuring the management, sales and account service channels to work far more closely with clients and win new business;
- taking a more proactive sales focus in the rollout of Knowledgewell technologies;
- promoting the de-coupling model and hub strategy to prospective clients.

The results have been most impressive with important new business wins and the icing on the cake with a Knowledgewell technology sale to Tesco.

Andrew's replacement has been Duncan Stokes (exProduction Director at Ogilvy & Mather, London, WPP Group) who has performed very well, in taking over the reins and I will elaborate on this later.

Gary Meade has also performed very well taking control of Dippin' Sauce London.

In New York, Max Oshman, was appointed Chief Digital Officer at thelab in the digital creative and strategic side of the business and congratulations must be given for his digital strategic and creative work.

Closer to home there have been two new general manager postings in Melinda Phillips as Melbourne GM and Rachel King as Sydney GM. And in New Zealand, we appointed Mark Strawbridge to head up operations at Wellcom Auckland under the direction of Steve Rees.

Finally, Andrew Sidwell was appointed CEO of Australia / New Zealand, and his performance, as are the performances of all of his peer managers, have been exemplary.

I said 12 months ago that the hard yards had been done to deliver the result that we see today.

2018 has seen the dawn of a new era in terms of our history and we have just passed the 100 year mark of continual business based around my father and uncles. But while that is a great milestone in itself, it is not dwarfed by the advancement of our Knowledgewell software.

Why you may ask? – Well Knowledgewell was deployed into two of the largest grocery networks in the world – Tesco in the UK with operations in 11 countries and Southeastern Grocers that span the

entire US market – both juggernaut grocery retailers, and with Tesco, the addition of their financial services business as well.

On top of this, Woolworths owned Countdown Supermarkets in New Zealand, also deployed Knowledgewell technology. So, we join the dots for a moment, we have Knowledgewell in Coles, Woolworths, Target, Countdown, Tesco and Southeastern Grocers. Some of the very biggest of their breed across the globe and that's impressive and something to further sell off.

I like talking about Knowledgewell – it's ours, it's proprietary – and we're not reliant on any third parties to provide it for us. To add to the Knowledgewell story we have just purchased BrandSystems who work out of India and Singapore, to further develop our technology while having Group reach back into Singapore and move into India. This is an extremely exciting outcome for us and the investment will most empathetically reap reward.

Mark Sweetnam has been my right-hand man running the technology since we began. Both Mark and Knowledgewell have matured together and his team of developers and project managers have far greater resources than ever before with the BrandSystems acquisition. This is a milestone in our software development history.

Supporting Mark has been Shaun Gray who has had his fair share of travel in the last twelve months putting in place major hardware and software installations globally.

I'm very excited about Knowledgewell for the future and now we own much of the global the retail grocery space, we also have many Australian financial institutions signed up as well as large corporate clients – it's never been more positive in terms of future sales.

I am always amazed just how quickly we regularly avoid disruption by remaining ahead of the industry and while our technology has assisted us, none could be more so than our creative direction where design and creative talent can never be eroded by technology – whether it be pure design in print or digital, or creative photography linked directly to our Knowledgewell image libraries.

Today's service delivery is a very different affair from where we were just five years ago.

Media placement has become a minefield for clients. The TVC is no longer what it was twenty years ago – today it's more expensive than ever before and it no longer has the audience reach it once had.

But the concept of the TVC remains but not necessarily appearing on television. Today, video is being fast forwarded into the digital world because there's a new audience in digital space and because the digital medium has to be fed content, it's insatiable – new content – rich content – not weekly – mostly daily – and 'always on' demand.

The digital road is a myriad of content convergence and one of the most popular vehicles is video creation played in Facebook, YouTube, Vimeo, or even on the client's own website. The reasons are at the same time obvious and complex – obvious because video masters the visual, and the audio in combination, and tells a story faster than any other medium. And it's complex because video has to work in concert with a digital medium that will carry it to its target audience. We are investing heavily in talent with the capability to lead in this biggest form of growth landscapes for our clients.

Video on its own is not enough for a vertically integrated business like Wellcom, as the add-ons are equally important and this includes photography, 3D, post production and particularly, project management. It is for these reasons that we are fast emerging as a serious cross-media creative and production business.

I never believed for an instant that our creative credentials would see us conceiving, writing, designing and producing video content on such a scale as we are doing presently.

Much of our day to day briefings are represented by digital – anything from a major website down to a banner or tile. And nothing's static, most of it has a programmable component offering further smarts or animated movement.

This is our future and the really good thing about it is how it translates directly to our lucrative hubs channel. As the direction of digital increases so too does the demand at hub level and to prepare for this we have carefully managed the transition over the last five years by steadily raising the digital expertise of our hub operators.

We could not have afforded to erode the serious income derived from our hubs channel and while this remains strong, demand for traditional media we are nonetheless like a pendulum, working from one media channel to the other.

I have always loved the retail catalogue and I always will. In my time in the industry we have held the lion's share of catalogue production. We still do – And I firmly believe we do it better than anyone else, I have seen a decline in demand in catalogue printing, but the decline is marginal, and where decline is seen, it does not represent less work, less revenue, it simply means changing the channel to digital, but with Wellcom.

The hubs model just grows, with around 60 globally positioned sites, with some of the biggest hubs added in 2017-18 in New Zealand and the USA. Not only does the hubs model represent around 70% of total revenue, but also consider that hubs have represented our biggest increase in manpower to service the demand with the placement of more specialist digital designers, writers and programmers.

The review for the 2017 – 2018 year has been very positive across the worldwide network, and a major new business transition has been recognised in this year's result and while very pleasing, it establishes the future direction for high-level digital work. In real terms this represents over 50% of the new business activity which included digital and social content creation, and this trend will continue to grow.

Applying this in terms of real outcomes, we saw a significant uptake of Knowledgewell software licences, which amounted to a third of the new business won. This important strategic initiative has focused us on digital content and SaaS (Software as a Service) – software licencing and delivery model, in which software is licensed on a subscription basis, and provided accessibility to ongoing organic growth for other production services such as video, photography, art direction, copywriting, and animation.

Our London operation fared very well for the 2017 – 2018 period and Duncan Stokes had a challenging time managing the smooth integration of Tesco and Knowledgewell, while at the same time handling the move to our new premises in London.

To Duncan's credit he seamlessly orchestrated both to ensure there was no impact on production and service.

The new space in Clerkenwell was built with our customers and staff in mind, and Duncan Stokes envisaged a space where our clients could collaborate, focus and feel at home. On top of this it also represents an environment for our staff where they can produce their best work in a comfortable, safe and inspiring work space. He succeeded in achieving both objectives.

In terms of a blue-chip win, the Knowledgewell sell to Tesco has surpassed all forecasts. Our partnership with Tesco continues to grow and evolve, and we anticipate a further expansion of our services with the large global retailer.

New business wins in the UK included renowned creative advertising agency, Mother and this was for a bespoke on-site hub studio, and HomeAway (Expedia), where we established a dedicated digital production team executing campaign and 'always on' content across the globe.

I am pleased to announce, we have recently won the Body Shop and Western Union businesses, out of our London office.

The Dippin' Sauce brand was launched into London and has been integrated into the new London office. Overseen by the talented Gary Meade, he has established Dippin' Sauce in the UK and began the move into CGI (computer graphic imaging) and motion graphics, alongside its New York counter-part. Both the London and New York offices share resources to provide a highly creatively driven product.

The new business gains in 2018 and the conclusion of a long-term strategic restructure, provides us with a very positive outlook for our UK operations in 2019.

thelab is our U.S division and it contributed significantly to the 2018 result and all thanks to David Bridges who is the C.E.O. of our U.S operations.

David continues to provide a unique flavour to the creative process, and has succeeded in delivering new opportunities in a market becoming more and more disillusioned with the traditional advertising agency model. David and his team have continued to lead the way for Wellcom Worldwide into digital and creative content and with the promotion of Max Oshman to Chief Digital Officer, they are leading from the front as can be seen in their outstanding folio of work.

This year, we further integrated thelab with Wellcom's technology and high-volume content production resulting in fine new business wins, especially with Southeastern Grocers. On the back of this other business wins included Welspun, one of the world's largest textile manufacturers, Red Lobster restaurant chain, with expanded video content for broadcast and online social media.

Citizen watches were another fine win and one orchestrated by Max Oshman in terms of both digital strategy and conceptual design.

I would particularly like to thank and acknowledge the work done by Mick Bettridge, David Bridges, Andrew Sidwell and Duncan Stokes in securing new business globally.

When we bought thelab, the majority of its client base was New York centric, but now much of its customer base is spread across North America including California, the Mid-West, and the Southern States. With the dual brand positioning strategy of thelab and Wellcom, we have reaped significant new growth through high end creative content creation and production capabilities.

To improve consolidation, Dippin' Sauce was brought into thelab facility in Chelsea, but it continues to operate as a separate brand as a specialised creative studio, with expanded services into CGI, VFX and motion graphics.

The Wellcom Asia 'Centre of Excellence' came about due to the requirement for a cost competitive solution for clients who identify that not all work has to be produced locally and to western price scales and production levels.

We saw it very differently – and due to our clients increasing demands for off-shore services, we created our 'Centre of Excellence' from scratch – not a joint venture enterprise or third party partnership – but a business solely owned by Wellcom and run by Wellcom trained staff to Wellcom quality standards.

To make it happen we sent Grant Glover from our Sydney office to oversee all aspects of the implementation from fit-out, to staffing to training. Grant has done a superb job and turns out the highest standard of work.

Originally, the service was based around traditional production and retouching, but due to Grant's expertise as a Mac producer, he has introduced higher end creative retouching, and has recently added a dedicated digital section.

The convenience of Kuala Lumpur's time zone, gives all Wellcom offices an extended production window for content creation geared up to produce multi-channel high-volume and 'always on' work across all international markets.

In reviewing Knowledgewell's performance consider its impact on new business with wins that included Countdown, News Corp (Australia), SPC Ardmona, Haymes Paint, Star Entertainment Group and Southeastern Grocers.

We have been recently been appointed to the David Jones business, we have installed a hub manager, digital designer and copywriter.

But I will let Andrew Sidwell take you through these in more detail.

Our technology is gaining ground in the international market and with the acquisition of BrandSystems I'm more excited than ever.

The 2017 - 2018 year has seen strong sales in all parts of the business. In terms of specific market types, the Group had strong ties across most sectors including retail, finance, communications, manufacturing and distribution, and the spread is as impressive as it is vast.

Our products and services mix provided the entire gamut of marketing requirements with strong in-roads into creative and digital. The trend towards de-coupling production and creative content for corporations, retailers and ad agencies continued with accelerated momentum.

Our product list of services has been evolved again and compared to last year's model has taken on new topline categories including:

- Digital
- Social
- Video
- T.V.C.
- Marketing Services and;
- Knowledgewell technologies
- Digital Strategy

All of these services can be sold in concert with Knowledgewell and the convergence, as demonstrated in the 2018 business wins, amply demonstrates the momentum.

Last year I spoke about integrated products and services in creating client content for multiple media channels – whether it be print, online, digital, video or all of these. All of these products with the exception of video are now hub-based service offerings which fully demonstrate the power and enablement we bring to our customer base and under their own roof.

Now getting back to video integration, our central site businesses can collaborate with the hubs and their client marketing managers to produce such material, some of which will be shown today.

Decoupling is no longer a key strategy – it's become a service offering in itself. Clients choose their marketing media option – we create it as best fit suppliers and upsell the concept in a more vertically integrated way.

Decoupling is nothing new to Wellcom Worldwide. We've won business specifically on our ability to de-couple production and Wellcom is very happy to assist clients de-couple any parts of their production and creative.

What's so wonderful about decoupling is the viral factor of getting, say one project, do it well, gain client confidence and then this leads to other projects in other media. This becomes the convergence of creative right through to media – clients can now buy superior services for less money, produced faster using Wellcom.

The last word on decoupling was that the concept was always there but it never had a definitive name which was most likely a client derived term anyway – but now it's established and it's easier for us to describe and sell from.

The final review is the Wellcom Australia / New Zealand review which I will hand over to CEO, Andrew Sidwell.

Please welcome Andrew Sidwell.

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2018 AGM – CHIEF EXECUTIVE OFFICER'S ADDRESS

29 October 2018

Thank you Wayne and good morning everyone.

I would like to share Wayne's' comments on the 2018 results, given that I oversee the Australian division and my continued involvement with the global businesses.

The Australasian business had a pleasing result in 2018, and as I stated 12 months ago, we had prepared the direction and put in place the strategies to sustainably propel Wellcom into the future.

Last year I outlined that we turned our attention locally to build a more creative and agile business, something our New York office had done a few years earlier.

We did this because the world had changed and the needs of the modern marketer were to change forever. And we had to ensure we continued to lead the way in content, production and technology.

Wellcom Australia and New Zealand represent approximately half of the total revenue of the company, and remains the primary driver for the Group, therefore it was important to disrupt ourselves, before being disrupted.

Wellcom was perfectly positioned to take advantage of the markets move to multi-channel, creative and targeted content. So, we invested and transitioned the business to exploit these opportunities. The modern content production agency needs to be agile, creatively nimble, and integrate smart workflow technology.

This is the new Wellcom and it represents our evolution over the past few years. This year's result demonstrates our ability to grow in a volatile market, and that our model matches the needs of tomorrow's marketer.

My first point today, will be to discuss our New Zealand business, because if there was ever a case study example of what Wellcom is all about, then this is it.

The Auckland office has serviced AMP, BASF and Repco for many years, and then in 2017 we were given the opportunity to pitch for the Countdown Supermarkets account.

For those who don't know, Countdown is New Zealand's largest grocery chain and is owned by Woolworths, Australia. Countdown were looking for greater speed to market, quality, transparency and control over their content production – which was previously managed solely by a creative agency. A model that no longer served their business.

One key advantage we have over our competitors, is our end-to-end solution, along with our Intellectual Property in marketing operations.

Countdown were looking for one partner to produce all their content needs with a software to allow them to operate faster and smarter. Wellcom with its foundations built on production and its proprietary Knowledgewell software, allowed us to present a true end-to-end solution for the retailer. From planning and briefing, to creation and production, to approval and delivery. From start to finish, all year round, and into the future, Wellcom was the only company that could deliver in the new world.

And so I am pleased to say - we won the business!

Unlike the Tesco win last year, a solution that was Technology only, Countdown included Knowledgewell implementation and a custom-built creative content studio facility in Ellerslie, Auckland, with space for administration, creative, production and photography. The service provision was concept, copy writing, art direction, design, photography and creative extended into video for TV and social media, online advertising, press and print.

Once the decision was made we had to build and staff the facility within 60 days. No mean feat, but our talented team delivered, as we always do.

This model reflects Wellcom perfectly. It encompasses all our services across all channels. Countdown join a growing list of organisations, that are using Wellcom to manage their omni-channel marketing needs.

Returning to Australia, and new business this year was strong.

We welcome new clients including Mercer - News Corporation - Haymes Paint - SPC Ardmona - The Star Entertainment Group - True Alliance – and Camilla & Marc.

These included technology, production or creative solutions, and all represent ample opportunity for future upsell of our complimentary services.

Our Lorimer Street studios underwent renovations this year to align to our creative evolution, where a more open and collaborative environment was required for both our talented staff and clients.

This year we promoted some great talent in our business. Melinda Phillips was promoted to General Manager Melbourne, where previously Melinda managed our print management division.

Rachel King was promoted to General Manager of the Sydney operation, after previously heading up our client service team.

Both have already proven to be excellent appointments and I congratulate them both for their early positive contributions to the Australian division of the Group.

This year we also rebranded our company logo to match our evolved brand positioning, from a traditional production company to a global creative content agency. This was extremely well received from customers and the industry alike.

Last year I predicted that social media and digital advertising would have a profound effect on Australian retail, and where some saw this as a problem, I saw it as an opportunity for Wellcom. I'm happy to report that this has proven true.

And so, 2018 was an exciting year of fast-paced change, with an explosion of social media and digital creative, on the back of brands' insatiable appetite for more rich and engaging content.

And we didn't get to where we are today if we didn't successfully complete our 2018 strategies including:

1. Re-engineering our Hubs.
2. Creative Production investment.
3. Knowledgewell expansion including the acquisition of Brand Systems.

In Australia especially, marketers transitioned much of their marketing budgets to digital and social content, away from traditional media. Digital and social media content requires conceptualisation, copywriting, design, photography, motion graphics, and videography - all services that Wellcom provides.

We have reached the point where we now sit at the top of the content creation supply chain, enabling significant growth in new revenue streams including digital development, videography, motion graphics, high-end retouching, creative design, and copywriting.

A vast proportion of our organic growth and new business has included creative content creation, along with production and technology. To offer a full scope of our evolved services let me demonstrate them to you now.

I'm going to show you three videos, two out of Wellcom Melbourne, and one out of thelab, which is Wellcom New York. All three were produced for social media and I'll let the production values speak for themselves.

Every component of these videos including conception right through to execution was produced by Wellcom. With our expertise in video production, whether in studio or on location, makes us the perfect fit to producing digital-first video. Our clients are now awarding Wellcom this work, rather than their creative agencies.

Much of what you've just seen is also being produced in our On-Site Studio Hubs, which we are transitioning to include more creative and digital services on the back of the insatiable appetite for more creative content. With our Hub (On-Site Studio) infrastructure, we have never been better placed to meet the growing this demand that will provide strong sustainable growth from our loyal customers.

Photography services also encompasses not only still-life image capture, but video and animated post-production, and this has made way for on-location videography for social media. So, in brief, social media and online content has not been a risk, but an important new revenue stream and market positioning for Wellcom.

Retouching has evolved strongly with CGI and 3D modelling which is moving us into the realm of Interactive Media and Digital Strategy. Augmented and Virtual Reality content is now on the radar, as the technology moves from infancy to adoption, and will become a bigger part of our services in the years to come. Strategy will become more important to help our clients amplify and improve the ROI of their social and digital campaigns.

How marketers manage their campaigns, control their assets and data, and then deliver it to market are the cornerstones of modern marketing operations. With Knowledgewell we have made this a reality, bringing a true end-to-end software solution to the market.

Being a cloud-based SaaS, it encompasses our core modules including Digital Asset Management (DAM), Product Information Management (PIM), Online Approval, Artwork Automation, and eProcure. And now Marketing Resource Management (MRM) with our acquisition of BrandSystems.

In summary, it creates an online collaborative environment for marketers to plan, create, manage, and repurpose data and digital content.

2018 witnessed Knowledgewell being deployed into international markets, where the opportunities for growth are substantial and where our technology solutions remain a key contributor to customer retention and new business.

Through Knowledgewell we cross-sell into complimentary services to provide brands with greater value with our scale and breadth of services. In the year ahead, we will continue to see a greater influence of Knowledgewell.

So, it is very exciting times indeed for Wellcom.

Our strategy for the coming year is to continually evolve our services, because if you don't embrace change, you will be left behind – it's that simple. This is why our tactical strategies have given the business new momentum, and added impetus to our industry value.

It's for this reason that our strategic thinking keeps the Group ahead of the pack and our focus will continue on three core service categories:

1. Creative
2. Production
3. Technology

Our strategies for 2019 will focus on

- Continue to invest in our creative and digital services
- Leverage our expertise in photography to drive video production growth through digital and social media content.
- Expand into interactive content such Augmented Reality and 3D motion.
- Continue roll-out of Hub re-engineering initiative.

- Target global and regional RFP's for Creative Production Decoupling and acquiring more Tier 1 (blue-chip) brands.
- A focus on expanding services offered with our existing customers.
- Further development and innovation of Knowledgewell, to gain greater market share in the marketing SaaS industry.
- Establish new Customer Success teams for Knowledgewell to expand user base within existing customers.
- Operational excellence through automation and the introduction of a 'cloud' global-file-management system.

This coming year we will continue to witness changes in the industry, and Wellcom has positioned itself well to maximise these opportunities.

By leveraging our global footprint, resources and infrastructure, and combining creative content with high-volume production for both regional and global brands, we are confident that the Wellcom Group will gain market share through our unique model, world-leading technology and our talented team.

Thank you.

Wellcom Group Limited (ABN 85 114 312 542)

2018 AGM – CHAIRMAN'S ADDRESS - CONTINUED

29 October 2018

Thank you Andrew.

Again, I would like to congratulate Andrew and the Australia / New Zealand team on the fine result they have provided for 2018.

As I said last year, a good deal of work had been done preparing the direction for 2018, and I trust that you are pleased with what has been achieved globally.

To me the Wellcom brand represents trust and TRUST is a big word.

Our clients have given us trust and none more so than partner clients – in fact these clients changed the Wellcom business forever. I want to give thanks to our many client partners over the years, but to mention all of them would take far too long, but it can be seen how partnerships build ongoing relationships.

Our joint venture with Australia Post gave us many advantages including:

- Being our first direct corporate client;
- Bringing us into print management;
- One of our biggest hubs;
- Pushing our colour reproduction profiling to be the best in the country;
- And of course, remaining with us near on 20 years – that's TRUST.

Next, we have M&C Saatchi Advertising Chairman Tom Dery. He asked me personally if we would partner with them on the Woolworths pitch in 2002. At the time, this was a big stretch for us, because we were Melbourne based, with 12 staff. Woolies being a Sydney based client and we had no Sydney presence. But Tom insisted on working with us exclusively because of our Knowledgewell technology. That was TRUST. We won the business and within a week we had finalised the purchase of Colour Solutions in Sydney, and within four weeks we were fully operational at Woolworths headquarters.

And I am delighted to say, Woolworths remains with us today, some 16 years later.

Our partnership with BBH Advertising in London is another one built on trust. BBH is one of the biggest advertising agencies in the world and they liked our model, they liked our technology and asked us to provide a production hub at their London agency. Soon after they asked us to do the same in New York which put us into the Big Apple and led to thelab purchase.

But the TRUST came when they wanted us to pitch with them for the Tesco business knowing they had a good shot at the creative strategy, but needed an edge in the back of office integration. That was TRUST. They won – we won.

The point I want to make is that our goodwill has been built in TRUST – our capability to deliver under all circumstances with products and services that our partners have faith in us to deliver.

We have been working in the digital space for several years and our maturity in this space has seen us become influencers in terms of our creative strategy and our social media planning.

We can consult and advise in the space, which reflects on our ability to be trusted.

Wellcom was built on a heritage of 'first with the best' and we went to market with processes and services that reflected our position, and this remains true today.

Our point of separation from our competitors is strong and we remain the only digital creative

production company to have built its own enterprise level proprietary software in Knowledgewell providing enriched services for retail, communications, finance corporations and manufacturing.

We have very close ties with global retailers and can offer digital online and traditional offline services, and of course, Knowledgewell software.

We are growing the supermarket corporate space as seen with new business Southeastern Grocers in America and Countdown Supermarkets in New Zealand.

And let's be crystal clear about this – supermarkets are under enormous competitive pressure and the biggest in Australia are Wellcom and Knowledgewell clients.

With our backend solution we help keep them competitive and responsive to the changing media landscape.

Our future is unfolding and the next few years will see even more change in the industry with media channels competing, including the advent of subscription TV delivered through online means – not forgetting Google, Facebook, YouTube, all fighting for advertising market dollars.

In terms of gearing for this type of work, the foundation work started in 2015 in New York with the acquisition of thelab. David Bridges took his business into a much stronger creative and digital service offering, and Dippin' Sauce emphasised this further.

The London business through Andrew Sidwell, and more recently, with Duncan Stokes, we have restructured the business to get it to where it is today, including the move to our new facilities.

The Lorimer Street re-structure and refurbishment is preparing Melbourne for our future journey. There are many opportunities in terms of new business for next year and I expect it be an exciting time.

Last year was one of consolidation – this year is a continuance of the same, and the results from the previous year brought the success we predicted for 2018.

New business, as you have seen, has been excellent and sold heavily against technology and creative digital services.

There is no better combination and both lead to immense upsell opportunities.

From the beginning of this financial year some significant new business pitches are unfolding.

We have had a strong first quarter for this financial year.

No business division, throughout the entire Wellcom network, has let us down and for this I'm truly thankful. I want to sincerely thank my executive team for the hard work and many hours of effort in planning and executing those plans that have created and maintained this growth.

I don't, and never will take success for granted. What was successful last year, may not be successful the next, we are constantly changing, moving ahead of market forces.

I impart this philosophy to all our managers constantly.

From the Board, to the Executive Management Team, to the General Managers, it's our job to continue this success and maintain the momentum for 2019, and I'm confident we have the plan to do that.

Digital and social media will continue to dominate our growth for the coming year. Marketers, brands and agencies are reviewing the way they produce "always on" content, and Wellcom's model is well positioned to exploit this trend.

The Group remains responsive to changing marketing trends, and we are fully scalable to meet future client needs and expectations should they choose to go down a digital or social media path.

And this includes transitioning products and services (including digital) at the Hub level. We are continually upskilling our Hub personnel around the world with more creative and digital expertise.

We see Knowledgewell's growth to continue as it matures in the Australian market and enters the United States and the United Kingdom.

The exciting acquisition of BrandSystems' MRM technology, a key software module of marketing operations, provides us with control of our end-to-end solution and greater development scale to roll-out Knowledgewell globally.

Our acquisition of BrandSystems is critical and vitally important.

It gives us a skilled tech development team in Bangalore, India. This complements our Australian developers and gives us extra scale we require in technology development.

This technology is based around marketing resource management (M.R.M.) and this is a vital module for marketing managers to analyse and budget for campaigns and general marketing spend. It will further advance our software platform that is currently world leading and take it to the next level – we never stand still.

And with this knowledge, it gives me enormous confidence for the future of the Knowledgewell development story.

One final point on Knowledgewell is that it continually offers us our point of differentiation in the marketplace, while at the same time disrupts our competitors who don't have the same commercial advantage.

For me, it's a sign of confidence to speak these three words to potential clients and they are – "powered by Knowledgewell".

Our 'Centre of Excellence' in Malaysia will play a more prominent role in the Group. The office in Kuala Lumpur has become key in providing our customers with pricing value, quality, and scale. It also plays an important role in our global offering and margin protection.

There is one point I would like to make at this juncture and it's around the fact that I never shirk any issues and I will always raise any downside and have solutions plotted to remedy any such issues.

However, future economic situations are something we can't control on a global level, let alone predict.

But we have built in flexibility into our business model to move quickly should the need arise.

And being international marketers, we are exposed to happenings on all continents, and we take great care to look at all economic scenarios as part of the Executive Management forum, as mentioned previously.

With proceedings coming to a close, I would like to take this opportunity on behalf of my fellow directors, Mr Charles Anzarut, Mr Kerry Smith, Ms Janette Kendall, our CEO, Mr Andrew Sidwell, and our CFO Andrew Lumsden, to again thank our management team, and our hard working staff and their families across all of the Wellcom Worldwide networks.

Their fine work, loyalty and dedication have contributed to our solid result for 2018.

Sincere thanks must also go to our clients, whose loyalty and faith in our ability to constantly deliver has kept us where we are today.

Finally, I would like to thank you, our shareholders and say it is with pleasure that we have again passed on another strong fully franked dividend.

On behalf of your Board of directors, I would like to thank you for your time today.

There is a Wellcom gift package from our clients for you to take with you as you leave. I now hereby formally close the 2018 Wellcom Group Annual General Meeting.

Thank you.