

Blue Star Group Acquires The Mailing House

Media Release

19 September 2016

Blue Star Group, a division of ASX listed IVE Group Ltd, has today announced it will acquire Sydney based business, The Mailing House (TMH) on 30 September 2016.

TMH is a niche business with 30 years' experience delivering a wide range of customised direct and digital communications services across a number of industry sectors, such as direct mail, data management services and email communications.

Complementing Blue Star's DIRECT business, TMH have a strong reputation for delivering the highest level of customer service, flexible, customised solutions and investments in technology and people. TMH will be integrated into Blue Star DIRECT Sydney under the leadership of David Veness, General Manager.

David Veness, General Manager, Blue Star DIRECT NSW, said, "Having TMH join our business is a very exciting step for us and one we know will benefit both businesses. We've admired the TMH offer and their approach to market for many years and we know that in partnership, our combined offer will only benefit our customers. We welcome the TMH team into the business and look forward to working together to expand our offer to the market."

Cliff Brigstocke, Chief Executive Officer, Blue Star Group, said, "TMH is a leader in their field, known for their absolute commitment to customer service which over 30 years has been developed to now include digital communications. I see a great combination of talent, technology and culture that strengthens our offer to market".

Lindsay May, Director, TMH commented, "We saw the fit immediately in terms of people, customers and technology between TMH and Blue Star. The integrated business will have an outstanding offer and extension of services to our current client base. We are like minded in terms of customer service and in striving for improved solutions for our customers, especially around innovation and technology".

For any enquiries please contact:

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About Blue Star Group

Blue Star Group is Australia's leading customer communication business. Blue Star's value lies in the scale, technology and experience that continually delivers speed to market, quality and consistency. With six specialist businesses, Blue Star can offer truly flexible solutions aligned to customer's needs from print communications, to retail and POS displays, DM, eDM, SMS, promotional merchandise and logistics. Blue Star businesses include Blue Star PRINT, Blue Star DIRECT, Blue Star WEB, Blue Star DISPLAY, Blue Star PROMOTE and Blue Star CONNECT.

www.bluestargroup.com.au

About IVE Group Ltd

IVE Group Ltd is an ASX listed vertically integrated marketing and print communications provider. IVE enables its customers to communicate more effectively with their customers by creating, managing, producing and distributing content across multiple channels. IVE has an unparalleled product and service offering in Australia and holds leading positions across multiple sectors.

IVE approaches the market with a solution focused strategy and consists of 4 operating divisions – Kalido (creative and marketing services), Blue Star Group, Pareto Group (fundraising specialists-NFP sector) and IVEO (managed solutions).

IVE employs 1,300 talented and committed people across its operations in Sydney, Melbourne, Brisbane, China and New Zealand. The Group services all major industry sectors including financial services, publishing, retail, healthcare, communications, property, clubs and associations, not-for-profit, utilities, manufacturing, education and government.

www.ivegroup.com.au

About The Mailing House

The Mailing House is an Australian-owned company established 30 years ago that specialises in delivering customised direct and digital communications as well as a full range of data services. Customer focused, The Mailing House prides itself on innovation, delivering personalised and customer driven solutions.

www.tmh.com.au

End of release