

Blue Star Group acquires Display Bay

Media Release

1 December 2016

Blue Star Group, a division of ASX listed IVE Group Ltd, has announced it will acquire the Sydney based business, Display Bay, on 1 December 2016.

Display Bay is a privately-owned digital point-of-sale business with longstanding experience servicing the retail display, office signage and event sectors. In addition to their core wide format digital manufacturing capability, they also specialise in the supply and installation of fabric point-of-sale supported by a strong local and offshore supply chain.

Display Bay will be integrated with the Blue Star DISPLAY team in Sydney under the leadership of Blue Star DISPLAY General Manager Guy Watson.

Blue Star's Chief Executive Officer, Cliff Brigstocke, said "Display Bay is well-known and highly respected in the event and retail display sectors. They are an excellent addition to the Group and we are excited about the benefits this acquisition will deliver for our customers.

Brigstocke adds, "We've seen a growing demand for high quality printed fabric solutions, and we are delighted to be able to include this innovative approach as part of our overall retail customer offering. We look forward to welcoming the Display Bay team into Blue Star and working together to deliver the broader product range to our customers."

Neville Sundel, Managing Director, Display Bay said "The integration with Blue Star is a perfect fit. We wanted to align with an innovative and reputable company that also had a strong client-focused culture. We are delighted our customers will be able to leverage the broader end-to-end solution offered through this acquisition."

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 Display Bay

Display Bay is a Sydney-based business providing creative display and signage solutions to businesses across Australia. Their in-house production utilises the latest large format digital printers, along with an ever expanding range of innovative display products. Specialties include Retail window displays and signage, Event signage and pop ups, and Business and Office signage.

Many of Australia's leading brands rely on Display Bay's products and services every day. Their full service approach means that they do the hard work for clients, from site measurements, consultation and advice, through to on-time production and installation Australasia-wide.

www.displaybay.com.au

End of release