

**MEDIA RELEASE**

Monday 14<sup>th</sup> December 2009  
*For immediate release*

**GEON GROUP COMPLETES RESTRUCTURING, SECURES REFINANCING & ESTABLISHES  
PLATFORM FOR GROWTH**

GEON Group, the leading print & communication solutions provider across Australia and New Zealand, today announced it had secured strong refinancing and completed its restructuring and integration phase, positioning the company for a return to more stable business conditions and a period of sustained growth over the next 12-18 months.

The GEON Group has made a significant number of acquisitions in both Australia and New Zealand over the past 4 years extending both the geographic reach and range of services offered to customers. It is now the leading business in the market capable of providing a full suite of integrated print and communication solutions including creative design, data management, direct marketing, digital media, online solutions, print, mail and warehousing & fulfilment.

Graham Morgan, CEO of GEON Group, said the restructuring and integration programme had been a complex, capital and management intensive process, but that the result was a stronger, more streamlined and customer focussed business.

“The Group now has annual turnover of around A\$300 million and employs more than 1250 people at 25 locations throughout Australia and New Zealand,” Mr Morgan said.

“Over the past four years we have streamlined operations through considerable investment in new purpose built manufacturing centres. This is in addition to the new technology and equipment that has been deployed throughout our entire network of sites.”

“We have revolutionised the way we interact with customers through the development and implementation of GEONline, our proprietary on-line print management system, and we have made strategic acquisitions which have broadened our range of services across the value chain, creating a one-stop shop for our customers.”

“Importantly, GEON's banking arrangements have also been restructured to ensure the business has appropriate reserves to fund future investment in programmes. This investment will drive further advances in customer service over the longer term, allowing GEON to fulfil its potential of delivering world class, fully integrated, print and communication solutions for our clients.”



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“Our major stakeholders continue to be very supportive. A key part of this support is their belief that GEON has the best people delivering the right customer-focussed strategy for appropriate investment returns. Indeed, it is the passion of our people, their focus on customers, and their honesty and integrity that makes GEON such a successful and growing company. Our investors understand and support the extent of our strategic objectives and the timeline to achieve them.”

Mr Morgan said the Group was now well-positioned to drive growth as the market slowly moved towards more normal trading conditions.

“There are encouraging signs that the business environment is improving and we are cautiously optimistic about the prospects for calendar year 2010, supported by a number of significant new contracts.” he said.

“GEON will continue to work closely with the print and communications community, our strategic partners within it, and its various associations, to ensure we have a successful and thriving industry, creating growth and employment for many years to come.”

“The GEON business, with its expanded reach, broad customer offering and improved financial base is well placed to grow as the economic climate improves.”

“I am personally very excited at the prospects and opportunities for both GEON and the industry. I look forward to leading this great company through the challenges ahead.”

*Ends.*

#### **About the GEON Group**

The GEON Group is the market leading provider of innovative print and communication solutions with 25 locations across Australia and New Zealand. The GEON Group is majority owned by Funds managed by Gresham Private Equity. GEON works across all industries and offers its customers a fully integrated and diverse portfolio of print-related products and services including offset & digital printing, print management, direct marketing, data management, design, kitting & fulfilment, online products & customer service, labels & packaging and warehousing & logistics. [www.geongroup.com](http://www.geongroup.com)

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