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The Manager
ASX Market Announcements
ASX Limited

WHK Group Limited
ABN 93 006 650 693

Strategy Update Presentation

Attached is a Strategy Update to be presented to analysts and institutional shareholders in Sydney today.

Bruce Paterson
Company Secretary

Strategy Update – December 2012

The information contained in this document is not intended to be exhaustive and must be considered in conjunction with all other publicly available information disclosed by the Company to the Australian Stock Exchange from time to time

better advice for a better life

Today's agenda

Introduction

- John Lombard, CEO & Managing Director

Embedding a 'Total Financial Solutions' capability

- John Nantes, Head of Financial Services

Towards a common client engagement model

- Barry McGee, Regional Chief Executive, Central Region

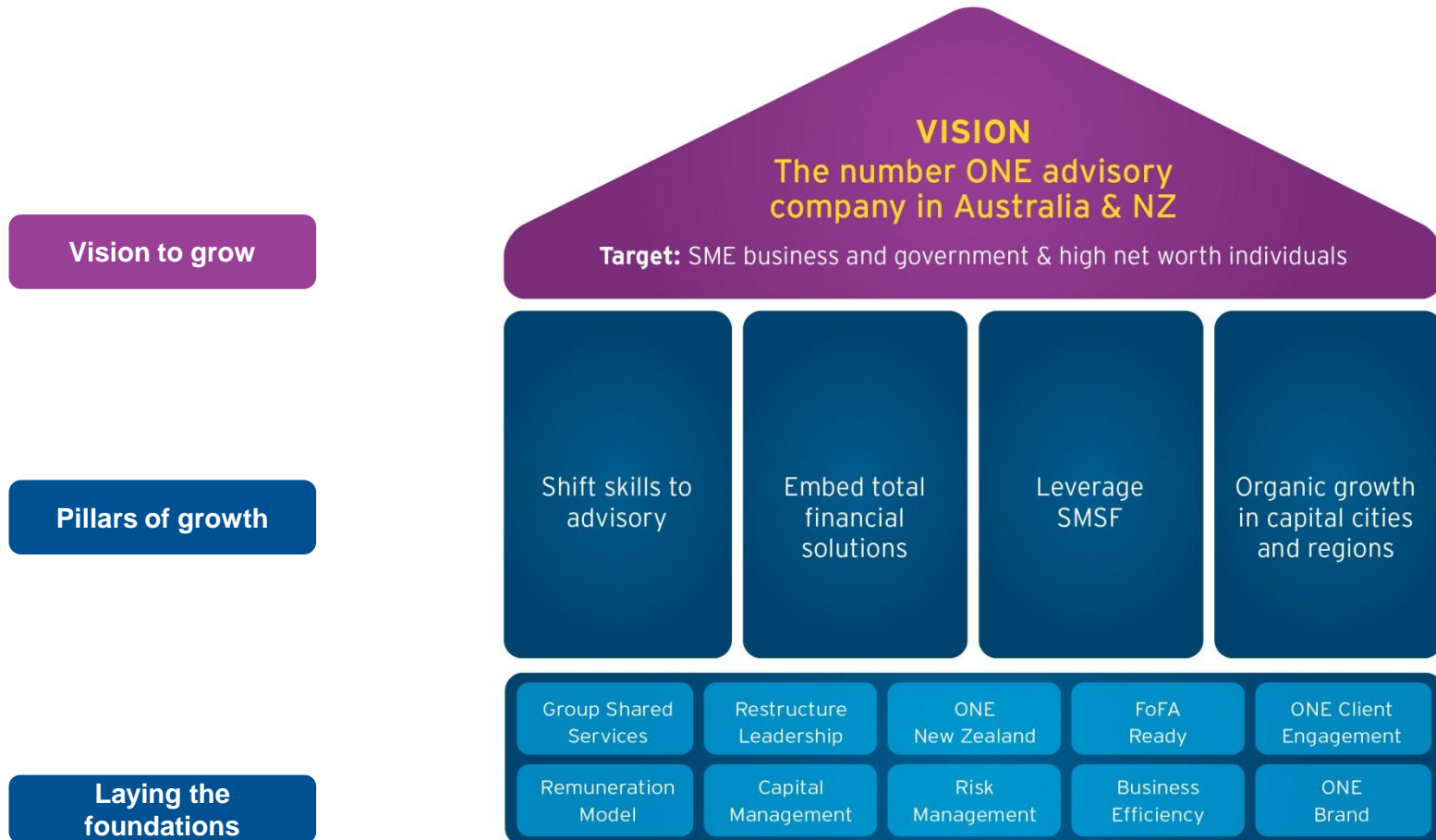
Organic growth in Sydney

- Andrew Macpherson, Chief Executive, Crowe Horwath Sydney

Questions

OUR STRATEGIC FRAMEWORK

From vision to execution



EMBEDDING A TOTAL FINANCIAL SOLUTIONS CAPABILITY

JOHN NANTES

Why this is important

Satisfying client needs

- 200,000 Business Services clients and 21,000 Financial Services clients
- 11,000 SMSF holding over \$8 billion in investments
- Non-aligned with genuine best interest approach to our clients
- Broad array of product and services to satisfy client needs

Leveraging internal relationships

- Existing high level of trust in the accountant/client relationship which enables us to easily engage with our clients
- Our Financial Services staff 'live' with our Accountants
- Our SME and HNW client base have complex needs; we deepen relationships and improve retention through our approach to advice

What have we done in the last 12 months?

Implemented new structure

- Changed structure to increase accountability and improve teamwork
- Improved reporting and pipeline management
- Established clearly defined operating rhythm

Increased activity

- Up skilled staff in key target areas (e.g. Business Insurance)
- Increased use of data mining
- Introduced a group-wide referral reward program

Reviewed SMSF offering

- Reassessment of administration platform capability
- Review of SMSF business model and growth opportunities

The next 12 months

Embed a strong referral and performance culture

- Regular reporting
- Focused team meetings
- Targeted data mining
- Consistent reinforcement of expected behaviours

Enhance business model

- Skills assessment to align skills to service offering
- Improve research capability
- Leverage the changing legislative and technology landscapes

Be FOFA ready

TOWARDS A CONSISTENT CLIENT ENGAGEMENT MODEL

BARRY McGEE

Why this is important

Operational efficiency and effectiveness

- Drive consistent client engagement process
- Focus on the up front agreement with clients on:
 - Scope of work
 - Time frames
 - Value of our work
 - Payment arrangements

Targeted Outcomes

- Improved Client Satisfaction
- Workflow Management
- Cash flow – reduce lockup
- Staff retention / attraction and career development
- Grow our Advisory work with clients

What have we done in the last 12 months?

Infrastructure development

- Better understanding our clients and their most pressing needs via a standard [Client Profile](#) discussion with clear & consistent intent
- User friendly [Client Service Agreements](#) providing clarity of expectations for our clients, and allows us to focus on service delivery
- Using technology and structure to better manage client service costing via a standard [Job Budgeting Tool](#) and alerts in our practice management system

The next 12 months

Roll out and implementation phase

- Training and coaching on:
 - Having a better client discussion that leads to Advisory solutions and referrals
 - Utilising the tools, processes and structure
- Leveraging further our practice management technology for greater efficiencies
- Tracking and implementing on new opportunities identified
- Developing and growing our Advisory capability

ORGANIC GROWTH IN SYDNEY

ANDREW MACPHERSON

Why this is important

Market penetration

- Flat growth in Sydney for a number of years has left us under-penetrated in the largest SME market in Australia
- Our increasing focus on the 'M' in SME means we must grow in our largest market

Market positioning

- Grow the capability to provide a broader range of advisory services throughout Australia
- Broader range of advisory services in key markets will enhance our financial performance

What have we done in the last 12 months?

Implemented new business strategy for Sydney

- Segmented client base
- Tailored value propositions
- Aligned service capabilities

Improved resource management

- Enhanced leverage model
- Recruited quality people
- Focussed business on utilisation

Market awareness

- Launched Asia Business Group
- Established Management Consulting practice
- Strengthened relationship with NSW State Government

The next 12 months

Focus on growing market share in key areas

- Audit in the SME market
- Management Consulting - SME and Corporate sectors
- IT Implementation capability - SME

Resource management

- Drive resource management improvements
- Continue to improve leverage model
- Continue to recruit experienced and quality people

Extend Business & Financial Services offering to HNW Private Clients

- Utilise client information to improve cross sell capability and share of wallet

QUESTIONS?