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Media Announcement – ASX

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Friday 10 July 2015

BAP announces completion of Retail Bookbuild

Burson Group Limited (BAP) has successfully completed the Retail Shortfall Bookbuild (Retail Bookbuild) for the retail component of its fully underwritten 7 for 15 accelerated renounceable entitlement offer (Entitlement Offer) of new ordinary shares (New Shares) announced on Monday, 15 June 2015.

As announced on Thursday, 9 July 2015, the Retail Bookbuild comprised approximately 3.1 million New Shares.

The clearing price for the Retail Bookbuild was A\$3.28 per New Share, above the offer price of A\$2.85. Therefore, eligible retail shareholders who elected not to take up their entitlements and ineligible retail shareholders will receive A\$0.43 per entitlement sold into the Retail Bookbuild (less any applicable withholding tax) (the Retail Premium).

The settlement date for the New Shares under the Retail Entitlement Offer and under the Retail Bookbuild is Wednesday, 15 July 2015. These New Shares are expected to be issued on Thursday, 16 July 2015 and commence trading on ASX on Friday, 17 July 2015.

The Retail Premium is expected to be dispatched on or about Thursday, 23 July 2015.

Shareholder Enquiries

Retail shareholders who have questions relating to the Retail Entitlement Offer should call the BAP Offer Information line on 1300 850 050 (within Australia) or +61 3 9415 5000 (International) from 8.30am to 5.00pm (Melbourne time) Monday to Friday or go to our website www.burson.com.au.

Further inquiries:

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This announcement is not a financial product or investment advice, a recommendation to acquire New Shares or accounting, legal or tax advice. It has been prepared without taking into account the objectives, financial or tax situation or needs of individuals. Before making an investment decision, prospective investors should consider the appropriateness of the information having regard to their own objectives, financial and tax situation and needs and seek legal and taxation advice appropriate for their jurisdiction. BAP is not licensed to provide financial product advice in respect of an investment in shares.

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This announcement does not constitute an offer to sell, or the solicitation of an offer to buy, any securities in the United States or to persons acting for the account or benefit of persons in the United States. Neither the Entitlements nor the New Shares have been, or will be, registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), or the securities laws of any state or other jurisdiction of the United States. Accordingly, the Entitlements and the New Shares may not be offered or sold to persons in the United States or to persons who are acting for the account or benefit of persons in the United States, unless they have been registered under the Securities Act, or are offered and sold in a transaction exempt from, or not subject to, the registration requirements of the Securities Act and applicable U.S. state securities laws.

Neither this announcement nor any other documents relating to the offer of Entitlements or New Shares may be sent or distributed to persons in the United States.

This announcement contains forward-looking statements, which can usually be identified by the use of words such as "may", "will", "expect", "intend", "plan", "estimate", "anticipate", "believe", "continue", "objectives", "outlook", "guidance" or words of similar effect. These forward-looking statements are not guarantees or predictions of future performance, and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of BAP, and which may cause actual outcomes to differ materially from those expressed in the statements contained in this announcement. Undue reliance should not be placed on these forward-looking statements. These forward-looking statements are based on information available to BAP as of the date of this announcement. Except as required by law or regulation (including ASX Listing Rules) BAP undertakes no obligation to update these forward-looking statements.

Neither the Underwriter nor any of its, or BAP's, advisors or their respective related bodies corporate, affiliates, directors, officers, partners, employees, agents and associates ("Parties") have authorised, permitted or caused the issue, lodgement, submission, dispatch or provision of this announcement, make or purport to make any statement in this announcement and there is no statement in this announcement which is based on any statement by any of them. The Parties, to the maximum extent permitted by law, expressly disclaim all liabilities in respect of, make no representations or warranties (express or implied) as to the currency, accuracy, reliability or completeness of the information in this announcement, and with regard to the Underwriter and its advisors, related bodies corporate, affiliates, directors, officers, partners, employees, agents and associates, take no responsibility for, any part of this announcement or the Entitlement Offer. No Party guarantees the repayment of capital or any particular rate of income or capital return on an investment in BAP.

A number of figures, amounts, percentages, estimates, calculations of value and fractions in this presentation are subject to the effect of rounding. Accordingly, the actual calculation of these figures may differ from the figures set out in this presentation.