



Wesfarmers Insurance Division

Wesfarmers Insurance Investments Pty Ltd
ABN 63 105 168 876

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MEDIA RELEASE

OAMPS Insurance Brokers acquisition expands regional network

OAMPS Insurance Brokers today announced the acquisition of Wideland Insurance Brokers Pty Ltd, a major regional insurance broker, based in Toowoomba, Queensland.

The acquisition is the first undertaken by OAMPS under new owners, Wesfarmers Limited, and signifies the continuance of its successful strategy of achieving growth through acquisition. OAMPS Insurance Brokers Chief Executive Officer, Mr Peter Blackmore, said "the company was looking to make further acquisitions as part of a clearly defined strategy to build its presence in specialist insurance broking markets and locations."

"Wideland will fill an important place in the OAMPS distribution network with its strong presence in Queensland," Mr Blackmore said.

"OAMPS has been on the lookout for businesses that will add value to the group and Wideland will add value to the group bringing talented staff along with a strong client base in a region we are keen to better serve. Although we have been approached by other businesses in the past Wideland met the strict criteria"

Retiring Chief Executive Officer of Wideland, Keith Smith, said he was pleased to be handing over the reins of Wideland to an Australian organisation that would enable the business to continue to grow.

"Wideland has been a successful business in its own right for many years whilst under the ownership of AgForce who will remain important business partners. The sale of Wideland to OAMPS, with their buying power and resources will bring many benefits to our relationship with AgForce as well as our clients and our staff."

"I am confident that Wideland, under the direction of OAMPS, will continue to work with AgForce to make a difference in regional and rural Queensland."

Background

OAMPS Insurance Brokers was purchased by Wesfarmers in November 2006. Earlier this month OAMPS purchased UK based broking firm Whichers Boylan and James adding to the existing UK network.

In December 2006 Wesfarmers purchased New Zealand's third largest domestic insurance broker Crombie Lockwood. Earlier this month Crombie Lockwood acquired the New Zealand firm Law Mooney Williamson Insurance Brokers Ltd.



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OAMPS

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New Zealand's Insurance Brokers

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