

SANTA FE GROUP 2020 STRATEGY

INVESTOR BRIEFING, 22 SEPTEMBER 2015



EXECUTIVE BOARD





Martin Thaysen, Group CEO since April 1, 2015

2010-2014: Executive VP, CEVA Logistics and Managing Director, Greater China (Shanghai)

1994-2010: Various positions with the A. P. Moller - Maersk Group, including

- Chief Commercial Officer, Damco
- VP, Head of Group Strategy
- Head of Group Talent Management
- Head of Integrated Logistics Management and other positions with Maersk Logistics, China



Christian Møller Laursen, Group CFO since May 18, 2015

2004-2015: CFO and Group Vice President, APM Terminals (The Hauge, Netherlands)

1990-2004: Various positions with the A. P. Moller - Maersk Group, including

- Regional CFO, Maersk South America
- General Manager, Finance and Administration, Maersk Singapore, Maersk Taiwan, Maersk Pakistan and Maersk Indonesia
- Economist, A. P. Moller- Maersk, Copenhagen

DISCLAIMER



This presentation of Santa Fe Group A/S' 2020 strategy contains forward-looking statements, including forecasts of future revenue and operating profit as well as expected business-related and market-related events.

These statements reflects management's current expectations of future events and must be viewed in the context of the business environments, macroeconomic conditions, currency developments and other factors, which may cause actual results to deviate materially from those projected by Santa Fe Group A/S.

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THE SANTA FE GROUP



Core Mobility Services

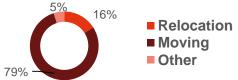
to assignees, expats and consumers in 56 countries: ROW via partners



Non-Strategic Assets



Revenue Q2-2015



2015 full-year estimates

- Revenue of EURm 370-390 (338)
- EBITDA b.s.i. of EURm 10-12 (12)

RELOCATION SERVICES



Destination services

- Temporary housing
- Area orientation
- Home search
- School search
- Language training
- Cultural training



Visa & Immigration

- Work Permits
- Extension applications
- Consular processing
- Consultancy services
- Immigration audits



Relocation & Assignment

- Design/management of relocation programmes
- Management of tenancy, property and expenses
- End-to-end management incl. compensation/payroll



MOVING SERVICES

2014 numbers



~60,000 international moves

- Surveys, cost calculations, on-line tracking
- Home-to-home moving: Packing, collection, transportation, storage, customs clearance, delivery and unpacking of household goods
- Pet relocation, vehicle shipping, insurance etc.
- Handyman and valet services etc.

Additional services

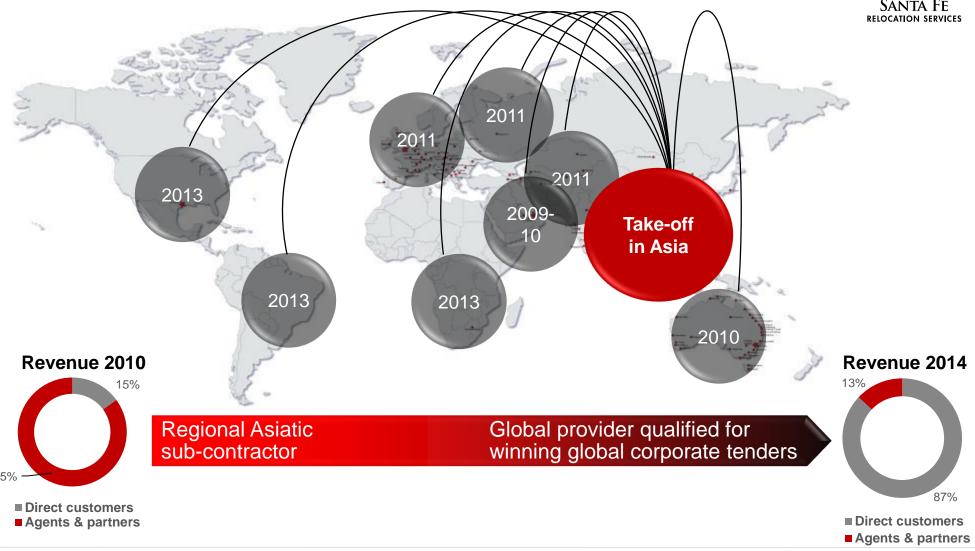
- ~15,000 domestic moves in Australia for corporate, public and private customers
- Project moves in EMEA,
 Asia and Australia





BUSINESS TRANSFORMATION

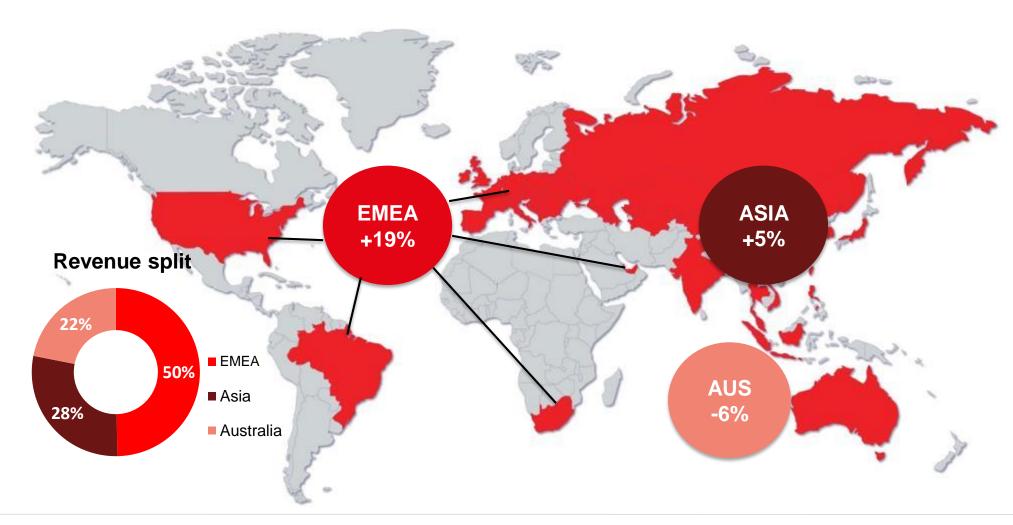




GEOGRAPHIC SPLIT & PERFORMANCE

H1-2015 growth rates stated in local currencies





HIGH-PROFILE CUSTOMER PORTFOLIO



- No single customer accounts for more than 5% of revenue
- Strong brand recognition
- Solid customer retention rates high quality and service delivery
- Significant growth opportunity with key accounts: Low share of wallet
- Robust pipeline; growing number of Requests for Proposals (RFPs)
- Good success rate in tenders

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SUBSTANTIAL MARKET POTENTIAL





50.5 million expats worldwide*

Of which, **2.8%** Corporate Customers, or 1.4m potential corporate assignees

Of which, **73.6%** individual emigrant workers, narrowed to a 10% addressable market, or 3.7m potential individual assignees

Growth in addressable market exceeds global GDP growth

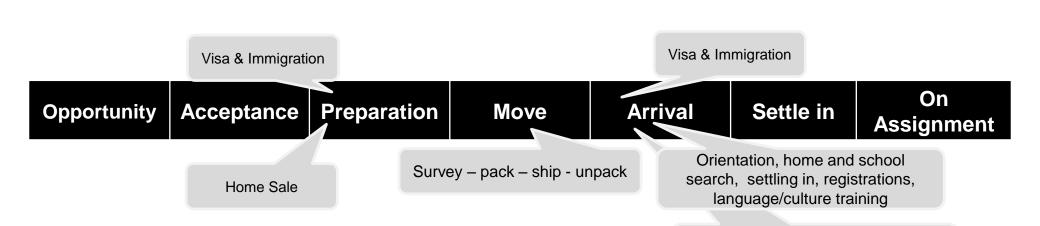
	Potential	Current SFG	Total market spend**
Corporate Assignees	1,400,000	50,000 (4% market share)	EUR 21bn
Direct Consumers	3,700,000	10,000 (0.3% market share)	EUR 29bn

^{*} Source: Finaccord: Global Expatriates: Size, Segmentation and Forecasts for the Worldwide Market (2014)

^{**} Assumes €14,700 spend per corporate assignee and €8,000 spend per direct consumer.

MOBILITY JOURNEY





Affinity: Banking, internet, home insurance, alarm, car lease/purchase, home service, health insurance, etc.

INDUSTRY VALUE CHAIN

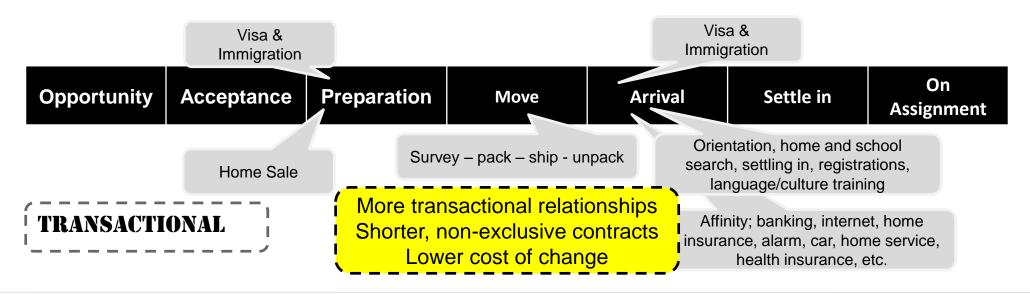


STRATEGIC/INTEGRATED

More strategic relationships
Longer term contracts
Higher cost of change

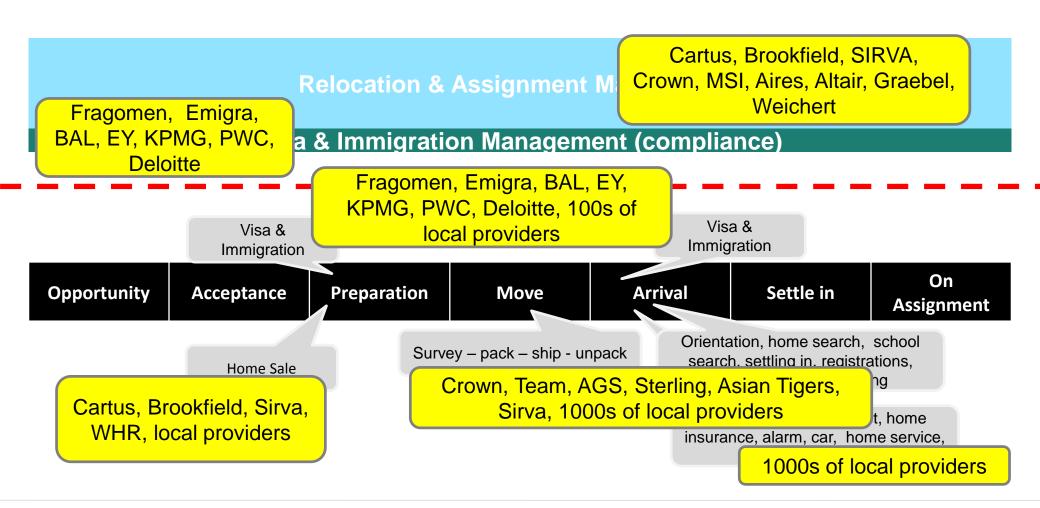
Relocation and Assignment Management

Visa & Immigration Management (compliance)



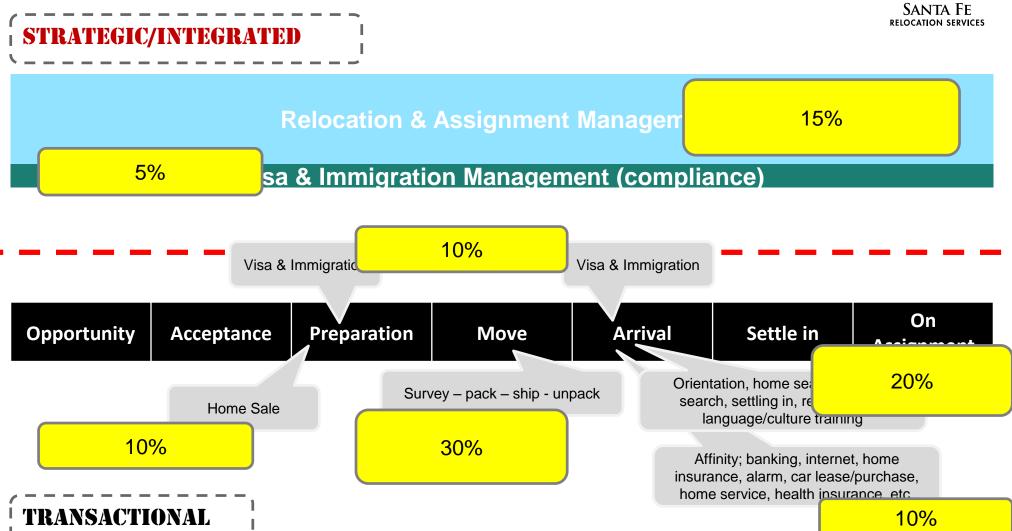
INDUSTRY PLAYERS





ASSIGNEE SPEND (ESTIMATES)





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FROM MOVING TO MOBILITY



Address immediate challenges to Moving Services effectively

Accelerate growth in high-margin Relocation Services

Take advantage of attractive fundamentals

Move Santa Fe up the value chain

Maximise value creation



RAMS
Relocation and
Assignment

Management Management Vasigument

VIMS
Visa &
Immigration

nmigration

ration Americas

Americas

CONTENT

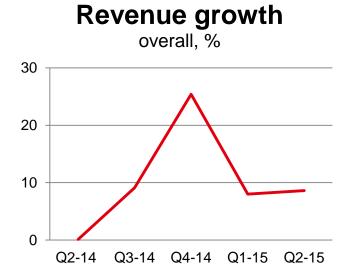


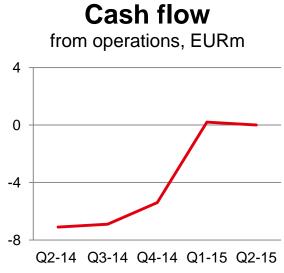
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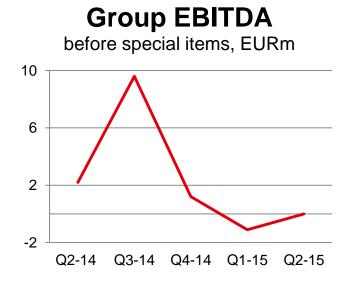
POOR MOVING SERVICES MARGINS IMPACTS GROUP PERFORMANCE



- Growth rates stated in local currencies
- Group revenue is growing at ~8%, driven by recent account wins as well as increased uptake from existing corporate accounts
- Moving Services is highly seasonal and does not generate satisfactory margins
- Low Moving Services margins impact Group CFFO and EBITDA severely







FOCUS AREAS TO FIX THE CORE

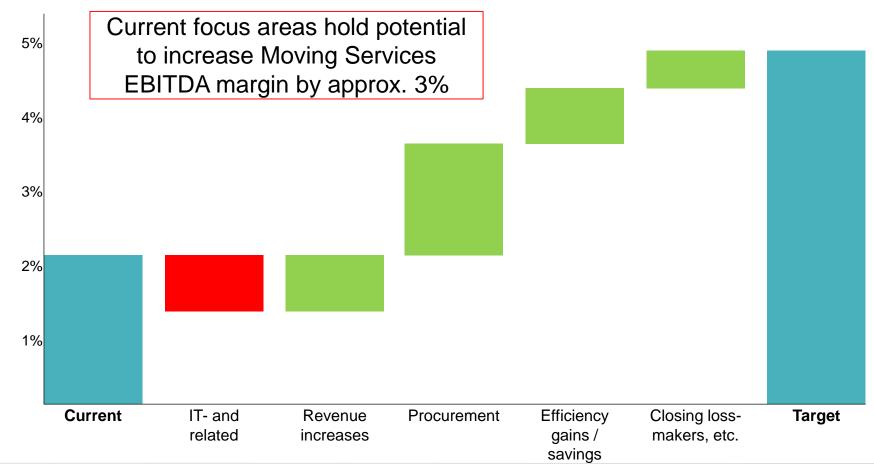


	2015 so far	What's next	Potential
Working Capital	EUR 10m released from overdue receivables	Tighter credit policy and procedures for invoicing, etc.	
Procurement	Global tenders launched for key categories	 Conclude on-going tenders and implement new contracts Expand coverage to other spend categories 	EUR 5m
Revenue increases	 Renegotiation of select larger low-margin contracts Introduction of interests and fees for overdue receivables 	Pricing reviewRe-design pricing methodology	EUR 2m
Efficiency gains & savings	 Restrictions on travel and entertainment. Reduced Senior Management structure 	 Adjustments to operating model (outsourcing vs. own operations) Review of off-shoring options Improved technology 	EUR 3m
Closing loss- makers, etc.	Rationalization of branch network in Australia	Further rationalization in Australia and other parts of the World	EUR 2m

MOVING SERVICES MARGIN EXPANSION POTENTIAL



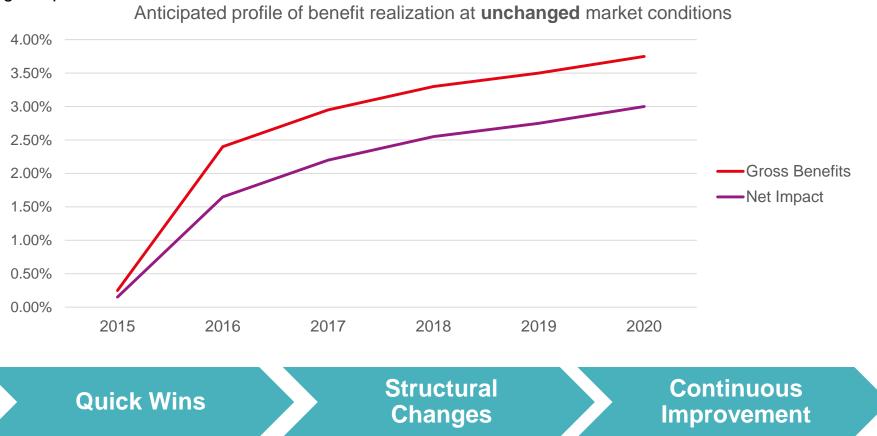
EBITDA margin



BENEFITS ARE EXPECTED TO FUND RESTRUCTURING COSTS AND IT SPEND







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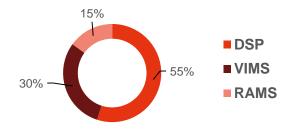
RELOCATION SERVICES

Growth rates stated in local currencies, unless otherwise stated

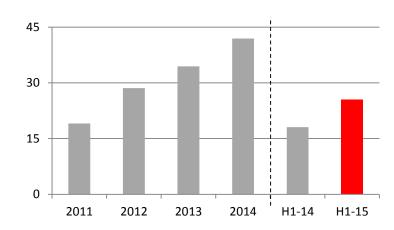


- Successful in building a EUR 45-50m business over a relatively short period
- 22% CAGR since 2011 (in EUR), driven particularly by EMEA operation
- Accelerating growth following contract wins and increased customer uptake
 - H1-2015: 41% in EUR and 28% in local's
- Good, double-digit EBITDA margins

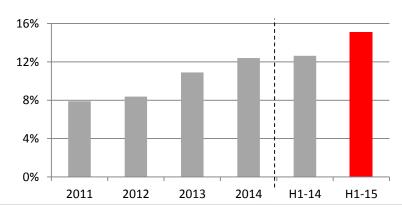
Revenue split H1-2015



Relocation Services revenue (EURm)

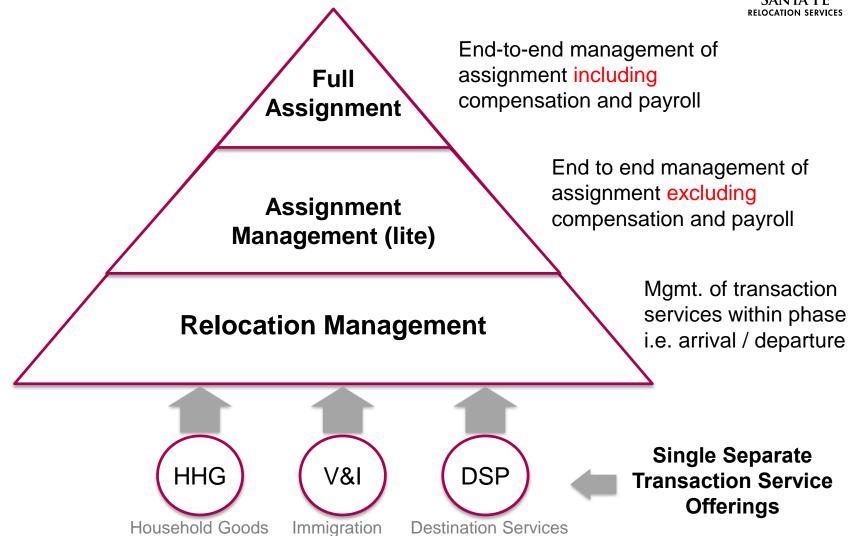


Share of Group revenue



RAMS RELOCATION & ASSIGNMENT MANAGEMENT





RAMS STRATEGY



AMBITION

- Ascend value chain providing full scope mobility solutions
- Build the Santa Fe Brand as market leader in mobility
- Service excellence through people, innovation and technology
- RAMS as a critical sales channel for transactional services

TARGET

- Exponential growth triple revenue by 2020
- Expand Share of Wallet move up the value chain with existing customers
- Target new strategic customers

UNIQUE VALUE PROPOSITION

- Leverage unmatched global footprint
- Individual corporate solutions and close partnership with corporate clients
- Industry benchmark for customer services and assignee experience
- Technology with focus on corporate customers and assignees

RAMS: SPECIALISATION AND FOCUS





Rob Fletcher
Director of RAMS

- Global mobility expert with 23 years in the relocation industry
- Chairman of the ERC Committee for EMEA
- Background also includes HR /Global Mobility Strategy work for leading multinationals
- Strong sales record; securing top clients across industry sectors
- Customer-centric approach to service delivery and innovation

Group Leadership

- Design products, delivery model and customized solutions to global accounts
- Oversee implementation of new accounts

Regional Management and Execution

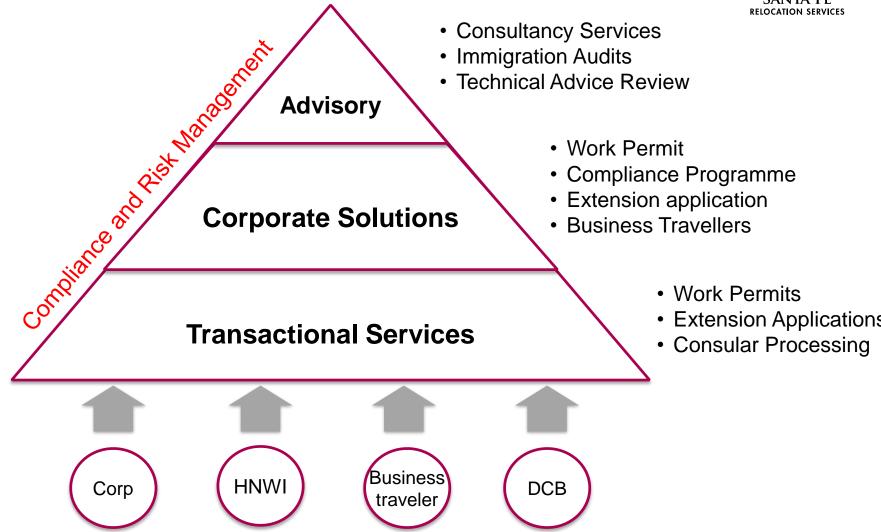
- Execute RAMS contracts at regional levels
- Ensure service delivery in accordance with individual contracts
- Add specialized capabilities

Local Moving Transactions

Transactional services provided at local level (i.e. movement of goods)

VIMS: VISA & IMMIGRATION SERVICES





VIMS STRATEGY



AMBITION

- Ascend value chain providing full scope corporate immigration solutions
- Build the Santa Fe Brand as market leader in immigration
- Service excellence through people, innovation and technology

TARGET

- Exponential growth triple revenue by 2020
- Expand share of wallet with existing customers adding corporate solutions
- Target new strategic customers

UNIQUE VALUE PROPOSITION

- Full scope from transactional services to corporate solutions and advisory
- Leverage unmatched global footprint
- VIMS and RAMS as integrated end-to-end solutions
- Industry benchmark for customer services and assignee experience
- Technology with focus on corporate customers and assignees

VIMS: SPECIALISATION AND FOCUS





Sue Kukadia Director of VIMS

- 17 years' experience in the global immigration field
- 5 years as Director of Global Immigration Services at EY
- Proven leader, coordinating and transitioning large global engagements
- Legal and advisory background on changes to immigration law, compliance and risk management

Group Leadership

Regional Programme
Management

Local Service Execution

- Design products, delivery model and customized solutions to global accounts
- Oversee implementation of new accounts.
- Execute VIMS contracts at the regional level
- Ensure service delivery in accordance with individual contracts
- Add specialized capabilities

 Transactional services (the individual work permit and visa) to be handled locally by local immigration professionals

DSP STRATEGY



AMBITION

- Be the leading provider of DSP services in all major destinations for relocating assignees, recognized for quality and reliability of service.
- Make it Easy for customers and assignees through an organization of highly skilled relocation professionals, supported by leading technology.

TARGET

- High Growth double revenue by 2020
- Expand share of wallet with existing customers

UNIQUE VALUE PROPOSITION

- Leverage unmatched global footprint
- Individual corporate solutions and close partnership with corporate clients
- Industry benchmark for customer services and assignee experience
- Technology with focus on Corporate Customers and Assignees

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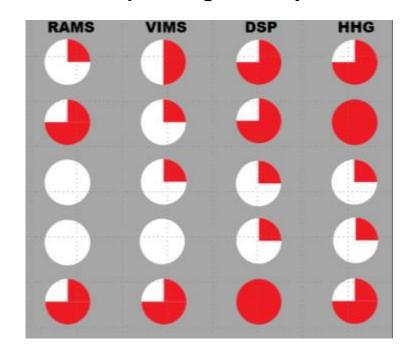
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KEY ACCOUNT MANAGEMENT



- Significant growth opportunity with existing customer portfolio:
 - Strong relationships high retention
 - Low share of wallet
 - Spend per assignee EUR 5-7,000 below estimated full potential
 - Potential to further penetrate RAMS, VIMS and DSP services
- From transactional to strategic relationships
- Improve profitability
- Effective sales management, pricing and customer-specific growth plans

Service scope to 5 global key accounts



KEY ACCOUNT MANAGEMENT STRATEGY



AMBITION

- Establish the Key Account Programme as unique differentiator
- Ascend the value chain from moving to mobility
- Become the customers' extended mobility department
- Secure SFG as the number one service provider to all key accounts

TARGET

- Significantly increase share of wallet with key customers
- Grow average spend per assignee
- Deliver 95% annual customer retention

UNIQUE VALUE PROPOSITION

- Closer integration/partnership with customers via strategic relationships
- Drive innovation and thought leadership with customers
- Strengthen our brand and recognition as a provider of strategic advisory

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THE US RELOCATION MARKET

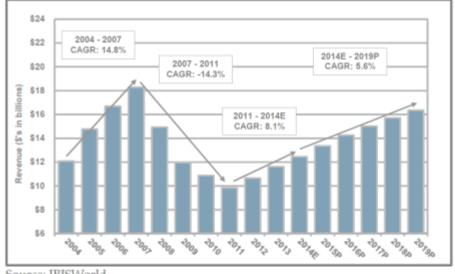


- The US is the world's largest relocation market in terms of corporate global mobility control and in terms of volume of international and domestic relocation
- Estimated value of total Mobility and Relocation market of USD 12bn (2014), driven predominantly by home sales
- The top-3 global mobility/relocation management companies are headquartered in the US and the US is leading in Relocation & Assignment Management business

Market Share % Clients Relos Company Cartus 30% 215 76.500 **SIRVA** 14% 101 35.700 **Brookfield** 11% 79 28.050 Weichert 8% 57 20.400 Other 37% 266 94.350 718 Total 100% 255.000

Based on survey information from ~100 ERC Corporate Members Total market estimated at 7-900,000 relocations.

U.S. Employee Relocation Services



Source: IBISWorld

SANTA FE'S CURRENT POSITION



- US Service Center opened in 2013
- ~20 FTEs in Houston, Texas, and Connecticut
- Help and support to customers in local time zones
- Support to Santa Fe partners/agents
- Existing customer portfolio holds significant potential:
 No US business with majority of 35 Key Accounts
- Business from US agents is declining 10-15% p.a.
- Business to US agents is growing ~10% a year



STRATEGIC SETTING - NEXT STEPS



Threats

US relocation companies* target customers in Santa Fe's home markets in EMEA and Asia

*Cartus, Brookfield, Sirva, AireS, Graebel

Opportunities

Stronger US presence can: Fuel growth in VIMS and RAMS Pave the way for more US controlled/operated business Give access to high-margin home-sales market

home-sales market Give access to high-margin

Next steps

Continue to expand presence Strengthen relationships with agents/partners Assess strategic options for gaining significant presence

gaining significant presence

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THE JOURNEY HAS STARTED



Transforming culture and organisation is critical to delivering on 2020 business strategy

Where did we start

- New global leadership structure, with Group Leadership Team (GLT) and T100 Leadership Team
- Equity based compensation for GLT
- Aligned global profit/cash goals for T100 –
 50% of bonus opportunity
- Commenced building corporate functions
- Global HRIS system implemented (live 3 September)
- Identified capability gaps to fill some recruiting still ongoing

What's next

- Structured assessment of current and potential future leaders
- Recruitment to fill critical vacancies
- Adjust organizational structure, giving higher emphasis on business lines and global functions
- Global Network Culture
- Structured Performance Management
- Leadership Development
- Global Engagement Survey

GROUP LEADERSHIP TEAM







Martin Thaysen Group CEO



TBD COO + Moving & DSP



Rob Fletcher Relocation & Assignment



Sue Kukadia Visa & **Immigration**





TBD CEO Europe



Patrick White CEO Asia



Andrew Simpson CEO Australia



Business

Lines



Christian Laursen Group CFO



Yalda Zand CIO



Mark Burchell CCO



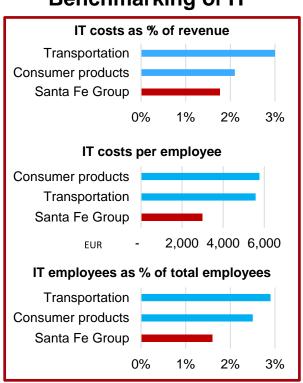
Barbara Zesik CHRO

Corporate **Functions**

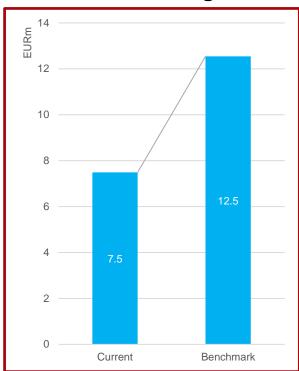
TECHNOLOGY - CURRENT



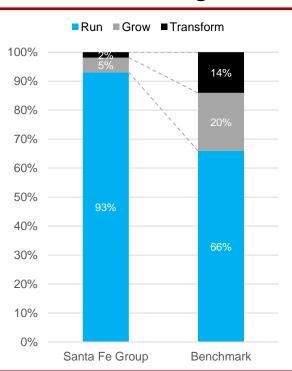
Benchmarking of IT



Size of IT-budget



Use of IT budget

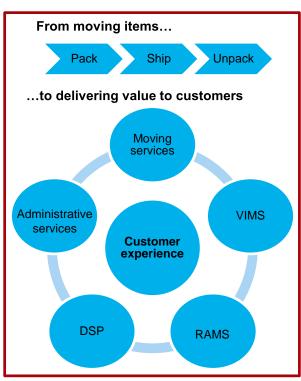


Source: Gartner IT Key Metrics Data, 2012 IT Enterprise, SFG Group IT Budget 2015

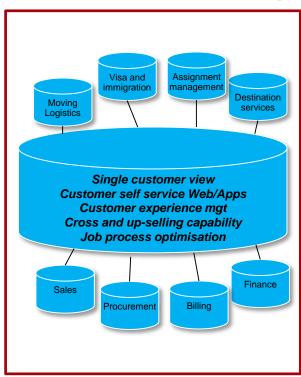
TECHNOLOGY - FUTURE



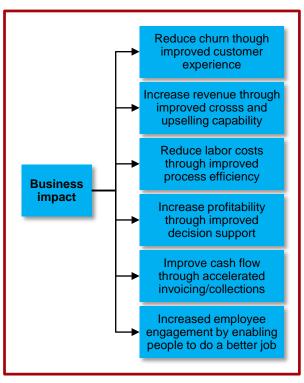
Direction forward



Core Operational Technology



Importance of IT



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NON-STRATEGIC ASSETS



Santa Fe will manage its non-strategic assets in such a way that future value for the Group is being optimized

Records Management

Services enabling customers to gain efficiencies and savings on office space

- Storage of cartons, documents or magnetic media files
- Archiving Indexing Retrieval
- Imaging and digital solutions
- Secure shredding/destruction

Other Investments

Historic EAC investments in China and Thailand

- Drinking water co. in Beijing
- Residential and office complex in Beijing
- Industrial JV in Bangkok

STRONG ASIAN FOOTPRINT





ATTRACTIVE FUNDAMENTALS



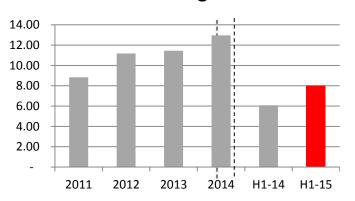
Profitable and growing business:

- CAGR of 10% (DKK) since 2011
- Sustained volume growth
- Gross margins exceeding 40%

Business holds attractive fundamentals:

- Commercial centres continue to expand
- The cost of office space is increasing
- Data retention and data protection requirements

Records Management



Volumes	2012	2013	2014
Cartons	2.2m	2.5m	2.7m
Tapes	146k	174k	211k

RECORDS MANAGEMENT

OWN FACILITIES IN CHINA & INDONESIA



- Warehouses on operational lease contracts except for Indonesia and China
- Indonesia: Purpose-built facility, owned by Santa Fe EUR 5m book value







China: Multi-purpose facility, owned by Santa Fe – EUR 2m book value





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OTHER INVESTMENTS



The Santa Fe Group A/S



The East Asiatic Company (China) Ltd. Beijing (100%)

- Beijing Zhongbao Drinking Water Co. Ltd. Beijing (35% owned)
- Beijing Dongzhimen International Apartment Co., Ltd. – East Lake Villas, Beijing (5% owned)







The East Asiatic 2010 (Thailand) Company Ltd. Bangkok (100%)

 Asiatic Acrylics Company Ltd. Bangkok (51% owned)

> EUR 5.3m book value of other investments

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NEXT STAGE TRANSFORMATION



A three-phased approach to setting up Santa Fe for growth

Laying the Foundation

raying the ro

Building Next Level Growth

Growth

Recognised Industry Leadership

Industry Leadership

NEXT STAGE TRANSFORMATION



A three-phased approach to setting up Santa Fe for growth

Laying the Foundation

- Fix Core Moving Business
- Build growth-enabling capabilities and recruit top talent
- Implement internally and externally facing technologies
- Optimize financial and operational processes
- Communicate and bring strategy to life for our people

Building Next Level Growth

Leverage operational efficiencies and scale

- Increase RAMS and VIMS share of market
- Scale up enabling functions to support further growth
- Develop next level leadership and talent pipeline

Growth

Recognised Industry Leadership

Industry Leadership

- Adding new markets and segments for increased market share
- Consistent, above-market growth
- Large-scale operations
- Leadership in Global Mobility

OUR JOURNEY AHEAD



	2015-16 Foundation	2017-18 Growth	2019-20 Leadership
Moving & DSP	Fix the Core – reduce cost Gradually grow DSP	Leveraging efficiencies Return to growth	Adding markets and segments Taking market shares
RAMS & VIMS	Build core capabilities	Exponential increase in share of market	Large scale operation Leadership in Global Mobility World close cales
Sales & commercial	Sales management Key Account program	Scaling up sales Value selling -	Consistent above market growth
Enabling functions	Core operational technology Process optimisation & discipline	Leveraging technology Enabling high growth	Outperforming competitor benchmarks
People & transformation	Organizing for excellence Align around 2020 Strategy	Leadership development All-staff engagement in strategy	Delivering on results: Great Place to Work'

FINANCIAL TARGETS 2015-20



Targets	Comments	2015 FY Estimates
6-8% revenue growth (average organic growth in local currencies)	 Low single-digit growth in Moving Services Double-digit growth in Relocation Services 	10-15%
Relocation Services to account for 25-30% of revenue by end of period	 Upselling to existing customers Expand VIMS and RAMS business lines 	~15%
~7% EBITDA margin by end of period	 Progressive margin improvements in Moving Services following "Fix the Core" programme Higher margin Relocation Services to constitute larger share of totality 	~3%
10% NOPAT Return on Invested Capital by end of period	Progress driven by higher profitability, improved working capital and modest CAPEX (excluding acquisitions)	~3%

OUR AMBITION



To break down boundaries and make it easy for companies and people to live and work freely and flexibly around world



- The pre-eminent leader in global mobility transform the industry set benchmarks for customer service and assignee experience
- Customer driven easy to do business with leverage global footprint to deliver reliably and consistently where customers need it - effective pricing - higher customer spend
- Technology driven leverage technology to enhance customer experience and enable cost leadership, process discipline and customer engagement
- People driven best people in the industry at the core of value proposition continuously investing in building capabilities and leadership



APPENDIX



QUALITY AND SERVICE AWARDS



2014, 2013 & 2011

EMMA Winner –
Relocation
Management
company
of the year



EMMA Winner –
Destination
Services
Provider
of the Year



EMMA Winner –
Best Vendor
Partnership
AgustaWestland



EMMA Winner – Best Vendor Partnership Coca-Cola



2013 & 2012

EMMA Winner – International Moving company of the year



2013

ACQ Winner – International Relocation Service Provider of the Year



2013

EMMA
Runner-up –
Best Vendor
Partnership
with customer,
Volvo



2012

EMMA Winner – Thought Leadership



2012

Re:locate
Winner –
Relocation
Service
Provider
of the year



Four-in-a-row

Service Partner of the year – Four consecutive years awarded by BP



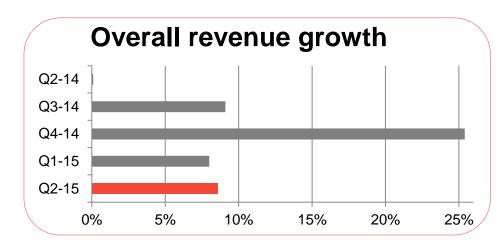




SOLID GROWTH IN LOW-SEASON QUARTER



- Growth in all business lines
 - Impact from contract wins
 - Increased uptake from existing accounts in EMEA and Asia
 - Higher number of RFP's









Q2-2015 INCOME STATEMENT



EURm	Q2 2014	Q2 2015
Revenue	72.0	85.8
EBITDA before special items	2.2	0.0
Special items	-0.4	-0.3
EBITDA	1.8	-0.3
Financials, net	-0.1	-1.6
Share of profit in associates	0.1	0.4
Income tax	-0.1	-1.0
Profit from continuing operations	0.6	-2.4
Profit from discontinued operations	62.4	-
Profit for the period	63.0	-2.4
Operating cash flow	-7.1	0.0

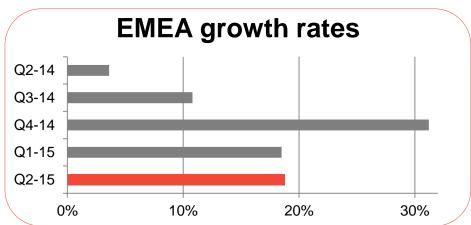
19% growth in EUR, 9% in local currencies Corporate office & mgmt. change Working capital down 34%

Q2 PERFORMANCE - EMEA

SANTA FE

- 19% revenue growth overall
 - 13% growth in Moving Services and 50% growth in Relocation Services
 - Rebound in the UK
 - New contracts and uplift in demand from existing corporate customers
- EBITDA down to € -1.0m (0.5m)
 - Pressure on gross margins
 - Initial costs to implement, operate and service many new contracts
 - Changes in customer mix



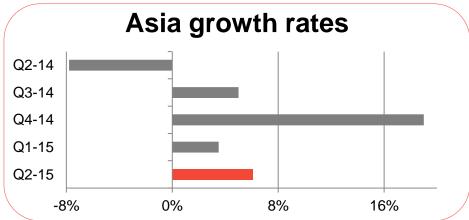


Q2 PERFORMANCE - ASIA



- 6% revenue growth overall
 - 5% growth in Moving Services and 6% growth in Relocation Services
 - Growth in most markets including impact from one-off projects
 - 20% decline in Chinese market for international relocations
 - 9% growth in Records Management
- EBITDA advanced to €3.4m (2.2)
 - Progress driven by volume growth
 - Tight cost control, lower staff costs



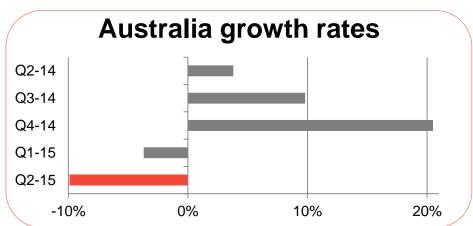


Q2 PERFORMANCE - AUSTRALIA

SANTA FE RELOCATION SERVICES

- 10% revenue decline overall
 - 11% decrease in Moving Services
 - General economic slowdown and severe downturn in mining industry
 - 40% growth in emerging Relocation Services operation
- EBITDA decreased to €-1.7m (-0.1)
 - Reduced activity levels, poor productivity and less impact from Q1 restructuring than expected
 - Further efficiency and restructuring measures to counter earnings decline





REVISED FULL-YEAR OUTLOOK



Revised 2015 Outlook	Comments	2014
EUR 370-390m revenue	 Previously "modest revenue growth" Currency impact and higher activity levels Positive development in Asia and EMEA Challenges in Australia Full impact of 2014 contract wins 	338.1m
EUR 10-12m EBITDA before special items	 Previously EUR 13.4-16.1m Accelerated downturn in Australia Depressed H1 earnings for Moving Services Infrastructure costs to new contracts Increased share of Relocation Services 	12.3m
Special items below 2014 costs	Unchanged	-2.5m

Outlook is highly dependent on the Q3 high season for relocations and generally sensitive to currency fluctuations, etc.

ADDITIONAL INFORMATION





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