

## ASX AND MEDIA RELEASE – 14 MAY 2015

### Spring FG Limited acquires Digifi Group Pty Ltd *Sets Platform for launch of Digital Delivery of Financial Advice and Wealth Management Products and Services*

Financial services company Spring FG Limited (Spring FG, ASX: SFL) is expanding its financial education offering and digital client recruitment strategies through the acquisition of financial markets publisher and website operator Digifi Group Pty Ltd (Digifi). The acquisition sets its platform for the launch of broad-scale digital delivery of financial advice and wealth management products and services.

Digifi's websites Sharecafé and Sharescene have more than 70,000 members and attract more than 7,000 unique visitors each day. The acquisition more than doubles the Company's current online subscribers through its Wealthadviser Financial Education division bringing its online community to in excess of 130,000.

Wealthadviser offers financial education free-of-charge through its regular seminar programs and its publication of more than 60 eBooks on a diverse range of investment, financial planning and tax & accounting subjects and is central to the Company's successful client recruitment and client service strategies.

Spring FG managing director, Mr Keith Cullen, said, "The Digifi sites inform, educate and connect investors through a blend of expert commentary from some of the country's most recognisable names linked with investment tools, market data and user-generated content so they ideally complement the objectives of our Wealthadviser division".

Digifi subscribers will be provided immediate access to the Wealthadviser library and Spring FG will leverage Digifi's extensive content databases to expand its eBook and seminar content.

#### ***Expansion of client recruitment strategy - launch of digital wealth management services***

Mr Cullen said, "The acquisition adds people, partners and expertise that, in addition to enhancing our educational content, will help us expand and bring greater efficiency to our already highly successful digital marketing and client recruitment strategies."

"Our online community, that now exceeds 130,000 people, is one that is focussed on building, managing and protecting wealth, and it clearly has a thirst for information and is comfortable with technology. As such we have established our platform to be at the forefront of delivering innovative online services to consumers across a broad range of wealth management; insurance and superannuation; and tax & accounting services", added Mr Cullen.

He concluded, "Our rollout of emerging technologies like so-called 'robo-advice' will not only allow us to deliver cost-effective services to an emerging market of self-directed investors, it will help us deliver cost-effective hands-on personal advice on a broad scale to consumers outside of our capital cities and improve the experience of existing clients by lowering the cost of service delivery, thereby improving accessibility and affordability".

#### ***Acquisition terms – cash and shares***

The Company will pay \$450,000 to acquire 100% of the shares on issue in Digifi. Settlement includes the issue of \$387,000 of new Spring FG shares to the vendors at an issue price of \$0.42 per share (representing the VWAP of Spring FG shares over the last 20 trading days). Spring FG expects the Digifi acquisition to contribute positively to growth and provide significant marketing and operational cost efficiencies.

#### **About Spring FG Limited - [www.springFG.com](http://www.springFG.com) - ASX: SFL**

Spring FG Limited (Spring FG) is a diversified financial services company with products and services encompassing financial planning and investment advice; wealth management; insurance and superannuation; finance; and tax & accounting. Its advice and product offerings are broad and include a specialisation in the high-growth markets of self-managed superannuation funds (SMSFs); and direct and SMSF residential real estate investment.

Spring FG products and services are delivered through its wholly-owned subsidiaries that operate under the banner of Spring Financial Group from offices in Sydney, Melbourne, Brisbane and Canberra. Its Wealthadviser Financial Education division offers financial education services free-of-charge through regular seminar programs and its publication of more than 60 financial education eBooks on a broad range of investment, financial planning and tax & accounting subjects.

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