



ASX and Media Release
Spring FG Limited (ASX: SFL)
29 August 2016

First sites chosen for Spring Financial Group retail branch rollout

Financial services company Spring FG Limited (ASX: SFL) (Spring or the Company) today announced it has selected the first two locations for its Australia-wide rollout of its Spring Financial Group retail branches; confirming sites in Melbourne's CBD and at Erina, on the Central Coast of NSW.

The Company said the prominent King Street, Melbourne and Karalta Road, Erina sites both provided high-profile signage opportunities with exposure to tens-of-thousands of vehicles a day. It said in addition to creating a strong presence for its Spring Financial Group brand each site was chosen for its ease-of-access for clients including on-site parking.

Melbourne CBD branch to showcase Spring's innovative retail design

The Company said its Melbourne-CBD retail branch, which will occupy a prominent corner position with two-street frontages, would be operated as a company store.

Spring's head of marketing & communications, Ms Samantha Clark, said the branch will showcase the Company's innovative retail design including its signature kids-room and associated family-friendly client facilities.

"With its larger floor-plate the CBD branch will also serve as the Victorian state-office, hosting regular client seminars and conducting franchisee recruitment and development for the state", said Ms Clark.

Fit-out works are expected to be completed in around 12 weeks.

Central Coast, NSW branch to create a unique landmark

Ms Clark said that the Company's Central Coast site was selected for its prominent position and opportunity to create a landmark. She added, "The unique modular design of the free-standing building complements our retail concept and will again incorporate our signature family-friendly facilities that our clients love so much".

Construction of the branch, to be operated by a franchisee, is expected to be completed in around 16 weeks. It will serve the southern reaches of the NSW Central Coast, with another branch further north planned later in the rollout program.

Retail branch rollout to take Spring's fresh approach nationwide

The Company said its planned nationwide rollout of between 80 and 100 predominantly franchised branches for its Spring Financial Group brand over the next five-to-eight years will target dynamic High Street and shopping centre premises that provide accessibility for clients and build brand presence.

It said its process-driven approach to its operations, which centralises key functions including marketing, recruitment, training and the delivery of technical expertise, has been designed to support a broad geographic network of branches and ensure consistency of service delivery and quality of outcomes for its clients wherever they live.

The Company's modelling suggests minimum revenues of \$1M pa per franchised branch with a pre-tax contribution per branch of a minimum of \$350,000 pa.

About Spring FG Limited - www.springFG.com - ASX: SFL

Spring FG Limited (Spring FG) is a diversified financial services company offering financial planning and investment advice; wealth management; insurance and superannuation; finance; and tax & accounting services under its Spring Financial Group brand. Its advice and product offerings are broad and include a specialisation in self-managed superannuation funds (SMSFs); and residential real estate investment.

The Company has offices in Sydney, Melbourne, Brisbane, Canberra, Newcastle and Wollongong and is preparing for a rollout of a franchised branch office network. It also operates a range of leading "fintech" services including its spring247 personal financial management and mysuper247SMSF platforms.

With an online community of more than 160,000 subscribers, the Company's *Spring FG Digital* division offers financial education and market information services free-of-charge through regular seminar programs, the publication of its *Wealthadviser* library of more than 90 eBooks on a broad range of subjects, and the operation of content-rich websites, including industry-leading sharecafe.com.au and wealthadviser.com.au.

Further information:

Samantha Clark
Head of Marketing & Communications
Spring FG Limited
Tel: +612 9248 0422
samantha.clark@springFG.com

Gerry Bullon
Principal
Insor Investor Relations
Tel: +6 4 18106675
gerry.bullon@insor.com.au