



Media Release
Spring FG Limited (ASX: SFL)
22 January 2016

Spring Financial Group – Executive Appointment
New Head of Marketing & Communications

ASX-listed financial services company Spring FG Limited (Spring FG or the Company, ASX: SFL) today announced the appointment of Samantha Clark to the newly-created position of head of marketing & communications.

In addition to leadership of Spring Financial Group's client recruitment and client experience programs Ms Clark will oversee the launch of the Company's range of innovative fintech services and marketing of its franchised wealth management branch rollout.

Announcing the appointment today Spring FG founder & managing director, Mr Keith Cullen said, "Samantha has a track record of success in lifestyle & fashion retailing; wholesale and direct-to-consumer renewable energy marketing; as well as financial advising having previously worked with us in our graduate adviser program."

He added, "Having studied in our graduate adviser program and having held client-facing roles Samantha understands our business and our clients, so we're delighted to welcome her back".

Ms Clark holds a Bachelor of Business and Commerce from Monash University, having majored in economics and business management.

Ms Clark summarised her first strategic priority as the impending launch of the Company's mysuper247.com online SMSF establishment, operation, administration and investing service that she said will offer self-directed investors a broad range of investment options, portfolio management tools and information and education resources.

"Later in the year we will also launch mytax247.com that will provide consumers with a low-cost, online, personally-assisted tax return service ahead of the FY2016 tax season", added Ms Clark.

"Beyond our exciting fintech initiatives, we will commence our rollout of franchised wealth management branches from mid-2016 that will see the Spring brand expand across Australia. Our goal is for up to ten branches by the end of FY2017 with a vision for 80-100 branches across Australia within a 5-8 year period", concluded Ms Clark.

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. 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.

With a combined online community of more than 140,000 subscribers, the Company's *Wealthadviser* and *Digifi* divisions offer financial education and market information services free-of-charge through content-rich websites, regular seminar programs and the publication of more than 70 eBooks on a broad range of subjects.

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