

A photograph of a man in a light blue long-sleeved shirt carrying a young child on his shoulders. The child is wearing a red and white checkered shirt. They are standing on a green lawn with large trees in the background. The scene is bright and sunny, suggesting a park or a similar outdoor setting. A semi-transparent dark grey box is overlaid on the right side of the image, containing the text.

A fresh approach.

SPRING FG LIMITED (ASX: SFL) FY2016 RESULTS PRESENTATION 11 OCT 2016

FY2016 snapshot

Consolidated growth achieved during FY2016 has set a strong platform for the future

Revenue
\$11.6m
up 18% on PCP

Customer receipts
\$11.1m
up 19% on PCP

EBITDA margin
24.0%
targeting 30% mid-term

Profit before tax
\$2.3m
up 18% on PCP

Net profit after tax
\$1.6m
up 4% after jump in tax

NPAT margin
14.0%
targeting 20% mid-term

Revenue was up 18% through ongoing investment in marketing campaigns and successful new client acquisition programs.

Cash receipts from customers were up 19% to \$11.1m and are expected to improve further through FY2017.

EBITDA ratio was 24% against a mid-range Company target of 30%.

Profit before tax increased 18% to \$2.3m despite one-off fixed asset write-offs.

NPAT was \$1.6m or 14% to revenue against a mid-range Company target of 20% plus.

FY2016 snapshot

Consolidated growth achieved during FY2016 has set a strong platform for the future

Current assets

\$6.3m

\$6m cash/current receivables

Net assets

\$16.0m

FY2015: \$14.8m - up 8%

Net tangible assets

\$8.7m

FY2015: \$7.8m - up 13%

NTA backing

6.3 cents

per share up 5%

Dividend

1.0 cent

DRP to operate in full

Record date

4th Nov

paid 28 November

Current assets include cash and current cash receivables of \$6.0m.

Net assets were up 8% on the PCP to \$16.0m while net tangible assets rose 13% to \$8.7m.

NTA backing per ordinary share was up 5.0% to 6.3 cents per share.

A fully-franked dividend of 1.0 cent per ordinary share has been declared with a record date of Friday 4 November 2016 and a payment date of Monday 28 November 2016.

The Company's DRP will operate in full with an issue price of \$0.20 per share applying.

FY2016 revenue and profit

Consolidated growth achieved during FY2016 has set a strong platform for the future

	FY2015	FY2016	Variance		Revenue
			\$	%	%
Revenue	9,853	11,572	1,719	17.4%	100.0%
Cost of sales	498	833	335	67.3%	7.2%
Gross profit	9,355	10,738	1,384	14.8%	92.8%
Advertising & marketing	414	478	64	15.4%	4.1%
Employment expenses	3,701	4,779	1,077	29.1%	41.3%
Occupancy costs	1,198	1,099	(99)	(8.3%)	9.5%
Other operating expenses	1,811	1,606	(206)	(11.4%)	13.9%
Total operating expense	7,124	7,960	836	11.7%	68.8%
EBITDA	2,231	2,778	547	24.5%	24.0%
Loss on fixed assets disposal	-	103	103	-	0.9%
Interest	94	17	(78)	(82.3%)	0.1%
Depreciation & amortisation	201	373	172	85.6%	3.2%
NPBT	1,936	2,286	350	18.1%	19.8%
Income tax expense	388	681	293	75.4%	5.9%
NPAT	1,547	1,605	57	3.7%	13.9%

Expansion of head-count in preparation for the launch of fintech initiatives like mysuper247 and the rollout of the Company's retail branch network saw employment expenses rise 29.1%.

Despite this total operating expenses increased just 11.7%.

NPAT was impacted by a \$103k write-off of fixed-assets associated with the relocation of the Company's head office and a 75.4% increase in income tax.

FY2016 balance sheet

Consolidated growth achieved during FY2016 has set a strong platform for the future

	FY2015	FY2016
Cash and cash equivalents	1,626	1,378
Trade and other receivables	3,999	4,631
Other assets	500	288
Total current assets	6,124	6,296
Trade and other receivables	4,007	3,840
Property, plant and equipment	452	702
Deferred tax assets	388	391
Intangible assets	7,828	8,117
Total non-current assets	12,675	13,050
Total assets	18,800	19,347
Trade and other payables	1,079	1,717
Current tax liabilities	678	567
Provisions	167	250
Other liabilities	1,564	354
Total current liabilities	3,488	2,889
Deferred tax liabilities	500	456
Total liabilities	3,987	3,345
Net assets	14,812	16,002
Issued capital	12,785	15,377
Reserves	2	27
Retained earnings	2,025	598
Total Equity	14,812	16,002

During the period the Company's cash flow and capital management enabled it to make cash dividend payments of \$1.2m (balance paid through dividend reinvestment plan); pay \$838k in taxes; and invest a further \$1.0m of cash in acquiring and developing new and existing assets.

The early adoption of AASB 15 required retained earnings as at 30 June 2015 to be restated as \$2.03m. Coupled with a total dividend of \$3.03m in November 2015 retained earnings stood at just \$598k as at 30 June 2016 despite NPAT of \$1.60m.

The Company had no debt as at 30 June 2016 (or as at today's date).

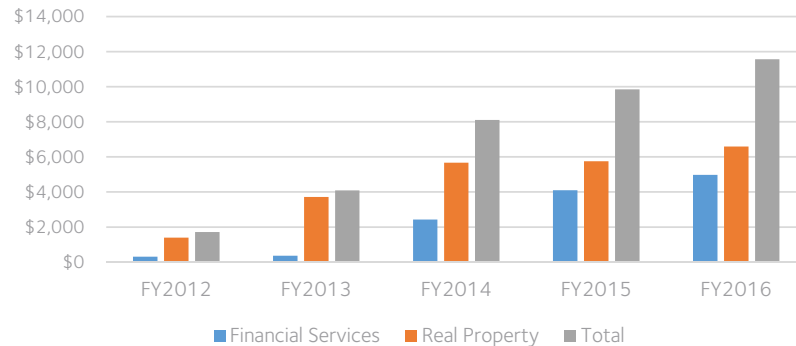
All PCP figures are adjusted to reflect the early-adoption of AASB15

spring'FG LIMITED

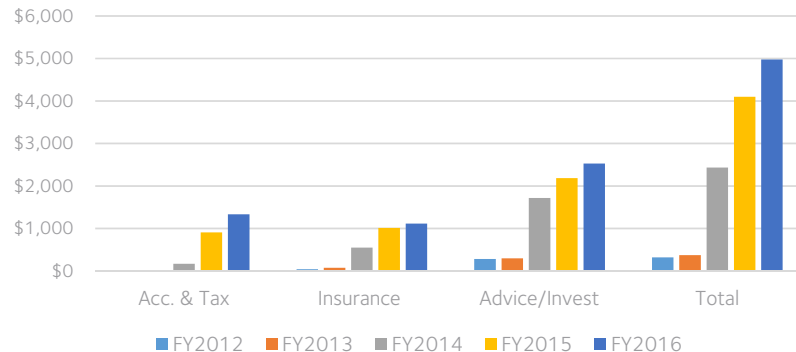
Revenue growth and mix

The Company's revenue mix continues to evolve

Total Revenue Growth and Mix (\$'000)



Financial Services Revenue Growth and Mix (\$'000)



The mix of financial services revenue to real property transaction revenue continued to evolve with financial services revenue up 21.4% to a total of \$4.98m (FY2015: \$4.1m).

The Company experienced growth across each component of financial services revenue as it has since inception.

Accounting & tax (which includes SMSF admin) was up 47% to \$1.33m. Insurance revenue was up 10% to \$1.12m and advice/investment (including digital publishing) was up 16% to \$2.53m

Revenue growth and mix

The Company's revenue mix continues to evolve

Revenue component

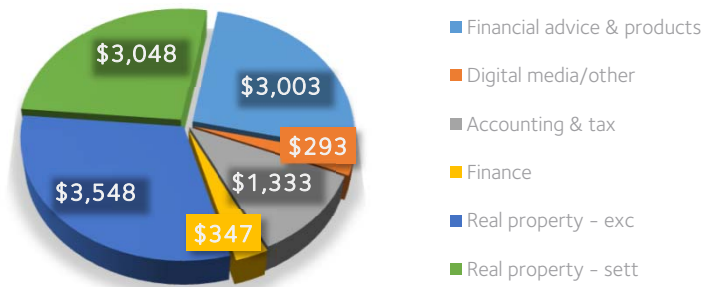
Financial advice & products	\$3,003	up	15%
Digital media/other	\$293	up	36%
Accounting & tax	\$1,333	up	47%
Finance	\$347	down	31%
Property - exchange	\$3,548	up	14%
Property - settlement	\$3,048	up	15%
Total	\$11,572	up	17%

FY2016 revenue components were broad with growth across all components with the exception of finance revenue which was impacted by a low number of completed project settlements during the period.

Strong growth in mortgage book revenues is anticipated across FY2017 with a large number and dollar value of property settlements occurring during the year.

Financial product advice and financial product sales revenue increased 15% to \$3m.

FY2016 Revenue Mix (\$'000)



Revenue growth and mix

The Company's revenue mix continues to evolve

Recurring revenue component (\$'000)

Investment advisory	\$616	up	14%
Insurance renewals	\$744	up	19%
Accounting & tax	\$1,333	up	47%
Mortgage book	\$131	down	(9%)
Total	\$2,823	up	27%

Annual recurring revenue was up 27% to a total of \$2.8m (FY2015 \$2.2m).

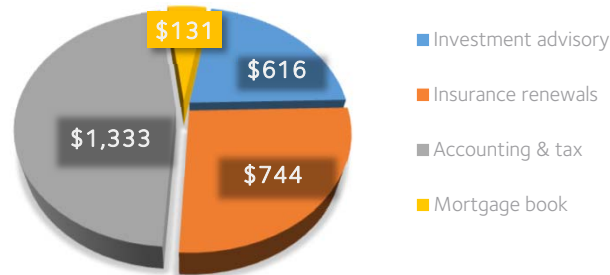
Investment advisory revenue increased 14% to \$616k while insurance renewal commissions grew 19% to \$744k.

Mortgage book trail commissions were impacted by client debt retirement.

Strong growth in mortgage book revenues is anticipated across FY2017 with a large number and dollar value of property settlements occurring during the year.

Recurring revenue now accounts for 24% of total revenue and represents 57% of financial services revenue.

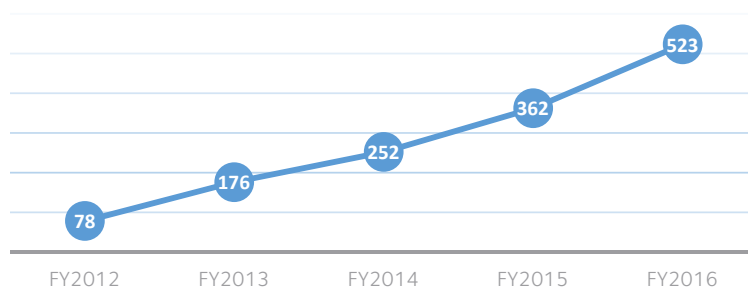
FY2016 Recurring Revenue Mix (\$'000)



Key drivers to growth

Innovative marketing and client recruitment campaigns continue to drive growth

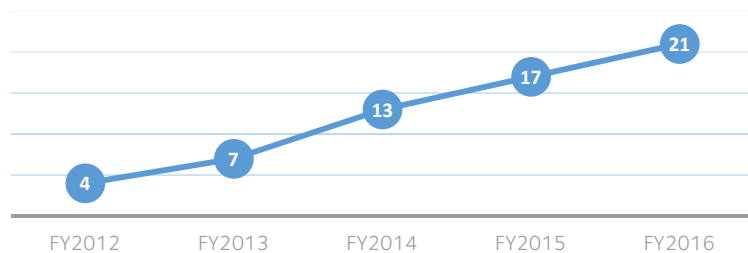
New Wealth Management Engagements



New wealth management plan engagements reached 523 for the year (FY2015 362) as the Company's innovative digital marketing campaigns continued to attract new clients.

Client-facing adviser numbers (primary relationship managers) increased with the Company's continued commitment to its graduate recruit program and adviser education and training attracting quality staff.

Client-facing Advisers (Relationship Managers)



New wealth management plan engagements per client-facing adviser averaged 25 (FY2015 21) while total revenue per client-facing adviser averaged \$551k (FY2015 \$580k).

FY2017 and beyond

Vision, brand and an ambitious plan with limited downside

15%+ pa revenue growth target
from core wealth management business

\$20m+ revenue by FY2020
from core wealth management business

7% pa expense increase target
platform is set to support growth while containing costs

30% EBITDA ratio target
revenue growth and expenses containment to deliver

We have set a scalable platform for growth having expanded head count to support increased new client acquisition.

We are targeting (and expect to deliver) a minimum of 15% year-on-year revenue growth each year to FY2020 from our core wealth management business.

Our goal is to contain operating expense increases to 7% pa while maintained COGS ratio below 10% to deliver EBITDA margin of 30% in the mid-term.

Across all metrics we have potential to grow by expanding marketing efforts, leveraging technology and broadening services to current lead and client base.

In our core wealth management operations we retain an absolute commitment to centralised, structured, scalable processes and education & training to ensure consistency of service delivery and outcomes for our clients and shareholders alike.

FY2017 and beyond

Vision, brand and an ambitious plan with limited downside

10 branches by end FY2018
revised from end FY2017

Melbourne branch secured
to operate as showcase company store and state office

Erina branch secured
exciting built-for-tenant landmark store to operate as franchise

\$1.0m pa per branch revenue
target with EBIT contribution to SFL of \$350k pa

Our operational model is perfectly suited to franchising.

We have secured our first retail branch premises in Melbourne and on the NSW Central Coast.

Both sites present exceptional branding opportunity.

We have revised our goal of 10 branches by end FY2017 to 10 by the end of FY2018 to enable us to remain focused on securing premium high-profile sites that build brand.

We remain focused on key capital city fringe and regional markets.

We retain our goal for rollout of 80-100 franchised branches over next 5-8 years

Minimum \$1.0m revenue expectation per branch with a circa \$0.35m minimum to EBIT.

FY2017 and beyond

Vision, brand and an ambitious plan with limited downside

Digital initiatives

mysuper247, mytax247 and mymoney247

Lots of small bets

low risk, low cost initiative to leverage what exists

140,000 strong database

we will leverage our own databases to drive digital sales

10 branches by end FY2018

revised from end FY2017

Our rollout of “fintech” services commenced mid-year with the launch of our SMSF setup, admin and investing platform mysuper247.com which offers self-directed investors world-class technology and a broad range of investment options, portfolio management tools and information and education resources.

Launch of our online (personally assisted) tax return service mytax247.com has been rescheduled until the FY2017 tax season.

We intend to make lots of low-risk “small bets” that leverage our database of 160,000 and leverage our existing profitable low-volume high-margin operations put us ahead of the start-up crowd and existing online players with our digital strategies.

Whilst digital services are expected to make meaningful contribution to revenue and profits in their own right, in the longer term, the client recruitment to fully-advised environment presents greatest opportunity.

Capital structure and shareholders

Founders and executives continue to invest

Largest shareholders	Shares	%
KEITH CULLEN	34,732,609	27.83
CHRIS KELESIS	20,251,380	16.23
IFM PTY LIMITED <IFM SUPER FUND>	7,611,717	6.10
DAM ENTERPRISE SERVICES PTY LTD	7,200,000	5.77
BANNABY INVESTMENTS PTY LIMITED	6,128,347	4.91
IFM PTY LIMITED	5,999,830	4.81
FRANK PAUL	5,023,905	4.03
MITCHELL ANSIEWICZ	4,783,521	3.83
A & V KELESIS SUPER FUND	3,754,109	3.01
DIRDOT PTY LIMITED <GRIFFITH SUPER FUND>	1,964,899	1.57
ONE MANAGED INVESTMENT FUNDS LIMITED	1,870,912	1.50
IAN JOYE SUPER FUND PTY LTD	1,821,560	1.46
NATIONAL NOMINEES LIMITED <DB A/C>	1,666,667	1.34
MR MIKE HALE & MRS GAIL DAVIDSON	1,355,113	1.09
HSBC CUSTODY NOMINEES LIMITED	1,018,365	0.82
ONE MANAGED INVESTMENT FUNDS LIMITED	991,993	0.79
KTAP PTY LTD	967,631	0.78
	107,142,558	85.86
Total shares on issue	124,785,892	
Closing price 10 October 2016		\$0.20
Market capitalisation		\$25.0M

Founder Keith Cullen is the Company's largest shareholder with 34,732,609 shares and increased his holding by nearly 2m shares last year.

Executive director and foundation shareholder Chris Kelesis holds 20,251,380 shares and increased his holding by more than 1m shares in the past 12 months.

Executives Frank Paul and Mitchell Ansiewicz hold 5,023,905 shares and 4,783,521 shares respectively and increased their holdings by 383,055 and 364,000 shares last year.

Directors and executives acquired 3.78m additional shares across FY2016 (on-market and via DRP) at an average of \$0.31 per share for consideration exceeding \$1.9m.

Institutional and professional investors hold around 29m shares representing 24% of the register.

Register current as at 18 September 2016

Shares held by key management personnel across multiple entities are consolidated in the table.

spring'FG LIMITED

A group of people, including a man and several women, are smiling and embracing each other outdoors. The background shows green foliage and a bright sky. The text "Goals. Plans. Action." is overlaid in a large, white, serif font across the center of the image.

Goals. Plans. Action.

A VISION IN ACTION

What makes us tick

A profitable history founded on a vision of a fresh approach

Founded Oct 2010

our commercial operations commenced May 2011

Wealth management

our key focus and expertise in SMSF and residential property

Team-based advice

our fresh approach delivers consistency of service and outcomes

ASX listing in 2015

our IPO and listing was in March last year

Spring FG is an ASX-listed (code: SFL) financial services company founded on a vision of a *fresh approach* to financial advice in Australia.

We provide a full range of wealth management services including financial planning, investment advice, insurance & super, finance, estate planning and tax & accounting.

We specialise in the high-growth markets of SMSF and residential investment property.

Our full range of services is delivered to clients through a primary adviser backed by a team of specialists.

This unique team-based model enables us to deliver consistent outcomes across a broad range of expertise.

What makes us tick

A profitable history founded on a vision of a fresh approach

Centralised for scale

our model is cost-effective and scalable

Peace of mind

our focus is on our clients and their goals

Non-aligned advice

being non-aligned is a core attraction for many of our clients

Adviser education

our adviser education and training sets the bar high

We currently have a team of 65 people with offices in Sydney (head-office), Melbourne, Brisbane and Canberra. We service Newcastle and Wollongong through satellite offices.

Our head-office based, centralised approach to specialist advice, administration and implementation is cost-effective, scalable and ensures consistency in service delivery across broad geographical locations.

Our focus is on our clients' lifestyle & financial objectives and helping them achieve peace of mind in their financial lives.

The fact that we are non-aligned and don't manufacture any of our own products helps drive our client recruitment success.

Our commitment to adviser education and training is industry leading.

Understanding our clients

A diverse group seeking peace of mind in a time poor world

Time poor

clients embrace our holistic approach

Wealth creators

seek advice to build and asset base and pay down debt

Retirement planners

seek advice to get their structure right

Retirees

seek advice on income streams and wealth preservation

We have a diverse range of wealth creators, retirement planners and retirees as clients from all walks-of-life, all ages and with a large variance in net wealth.

Most commonly though our clients are aged 45-55 and most often married with children. Around two-thirds have late teens or early-adults with others having early-school aged children.

Household income averages \$180,000 pa with a two-third split to dual-income households. Combined super balances average around \$360,000. Household debt tends to be low. Home values tend to be slightly higher than the relative city median.

Through successful marketing of our expertise in SMSF and residential property advice, a large number of clients come to us seeking advice around establishment of an SMSF and/or construction of a property portfolio.

Our clients tend to be time poor so highly value accessing a full range of products and services through a single relationship manager.

Our revenue profile

Transactional and recurring fees, both direct and agency

Advice fees

for planning, implementation, ongoing advice and tax & accounting

Referral & agency fees

insurance, lending and property referral fees and commissions

Transaction revenue

property purchases, equities trades and digital media sales

Recurring revenue

tax & accounting, advice fees, insurance and mortgages

We charge professional service fees for advice such as the preparation and implementation of wealth management, retirement and investment plans; as well as tax and accounting fees for advice and/or compliance work.

We earn mortgage brokerage from lenders, policy commissions from insurance companies and referral fees and commissions when our clients invest in residential property.

Our fees can be transactional in nature, such as when a client invests in a property, or establishes an SMSF, or insurance policy; or they can be recurring such as our SMSF administration fees, ongoing advice fees, or insurance renewal commissions.

Any and all fees payable to us are disclosed to clients in an FSG and/or SoA prior to implementation of any recommendations.

We also earn digital media revenue from advertisers on our financial markets and education websites.

Board and executive

A team with experience, alignment and talent

Mr Guy Hedley

chairman and non-executive director

Keith Cullen

founder and managing director

Chris Kelesis

executive-director

Mr Jeffrey Zulman

non-executive director

Guy was the founder and head of Macquarie Private Bank for 10 years and a director of Macquarie Group. He is the founder and executive chairman of Atlas Advisors Australia and holds 378,645 shares.

Keith has extensive experience in financial services, gaming & media. He is the Company's largest shareholder with 34,732,609 shares and increased his holding by nearly 2M shares last year.

Chris is a foundation shareholder and licensee of the Company's subsidiary Spring FG Realty. He is the Company's second largest shareholder with 20,251,380 shares having increased his holding by more than 1m shares in the past 12 months.

Jeff has a track record of success at operational and board level of private and listed companies in technology and financial services including as director eBet Limited (now Intecq Limited) and foundation MD of Vow Financial. He holds 128,601 shares.

Board and executive

A team with experience, alignment and talent

Frank Paul

head of advice services

Mitchell Ansiewicz

group gm – wealth management

Russell Scott

chief financial officer

Samantha Clark

group head – marketing & communications

Frank was the founder of Moneytree Partners (acquired by Spring FG). He is a Master of Comm. and Accredited SMSF specialist. He holds 5,023,905 shares having increased his holding by 383,055 shares last year.

Mitchell was foundation employee of the Company. He holds a Bachelor of Law, Master of Commerce, Dip FP and is an SMSF specialist. He increased his shareholding by 364,000 shares in the past 12 months to 4,783,521 shares.

Russell is a chartered accountant, CPA, approved auditor and tax agent. He was formerly CFO of eBet Limited (now Intecq Limited) and general manager with Reckon Docs and AMP. He holds 175,390 shares.

Samantha is group head of marketing & communications and holds a Bachelor of Business and Commerce. As a former graduate recruit and hands-on adviser with the Company she understands business from inside out.



Key market facts

SMSF AND RESIDENTIAL INVESTMENT PROPERTY MARKET SNAPSHOTS

The Rise and Rise of SMSFs

A significant but fragmented market with no dominant players

575,000 Total SMSFs

up 21.9% past 5 years

\$621b SMSF assets

29.5% of the \$2 trillion of total super assets

1.1m SMSF members

around 10% all super members

35,000 New funds pa

net increase 27,500 pa

Our specialisation in SMSFs sets us apart from institutions while our fresh approach and marketing skills provide advantage over non-aligned peers and startups.

There are now more than 575,000 SMSFs in Australia with around 1.1M members. That means about 10% of all super fund members are members of an SMSF.

SMSFs hold a staggering \$621b in assets or a disproportionate 30% of the \$2 trillion in total super assets in Australia.

New SMSF setups continue to average 35,000 per year with a net increase (after wind ups) running above 27,500 pa.

Members generally do not turn to the institutions they are leaving for advice on SMSFs.

As a result, the market remains fragmented with the average SMSF tax agent submitting just 31 returns a year and only 24 submitting more than 500.

The Rise and Rise of SMSFs

A significant but fragmented market with no dominant players

\$361k new fund balance

or \$187k per new member

49yo av. new member age

new members getting younger and around half are women

\$108k pa av. member income

nearly double non-SMSF members

\$26.5b pa SMSF contributions

22% of all super contributions

With average starting balances pushing towards \$400,000 around 80% of SMSF assets are directly invested.

New members are getting younger with the median age now just 49yo. And women are increasingly represented in the member-base now making up nearly half of all members.

New members earn on average \$108k pa - nearly double the average of their non-SMSF peers. This affluence sees them contribute more than \$26.5b pa or 22% of total super contributions.

Direct property accounts for 15% of SMSF assets or \$93bn.

Residential property accounts for \$24.4bn of this and growing strongly.

Residential investment property

A \$1.6 trillion asset class with investors that need and seek advice

2.85m investment properties
around 30% of all residential property

1.85m investors in the asset class
investors of all ages aspire to the asset class

\$1.6t asset class value
around the same value as all companies listed on ASX

11% pa 50-year performance
in-line with share market returns at 11.5%

Our specialisation in residential property advice and transactions sets us apart from financial services companies while our financial advice capabilities and services set us apart from leading agents and project marketers.

Australian residential property is a \$6 trillion asset class with around 2.85m dwellings being rented investment properties.

1.85m investors hold total portfolio assets estimated at more than \$1.6 trillion. That's around the same as the total of all companies listed on the ASX.

And returns have been similar, with an average annual return in line with the share market over past 50 years at 11.0% pa compared to 11.5% pa.

Residential investment property

A \$1.6 trillion asset class with investors that need and seek advice

60,000 pa new investors

including significant growth in rent-vesting

330k pa population growth

population growth demands continued investment

<10% financial advice providers

majority of Australia's 18,000 advisers overlook the asset class

36,000 monthly searches

investors turn to Google to search investment property topics

With population growth exceeding 330,000 pa residential property investing is a natural strong growth market.

Around 60,000 new entrants start building a property portfolio each and every year. Those investors need and seek advice.

Yet less than 10% of Australia's estimated 18,000 advisers provide advice on or deal in residential property.

That sets us apart from other advisers.

And our structural advice capabilities and objectivity ideally position us against leading real estate agents and project marketers.

We build long-term client relationships and enjoy significant subsidiary revenue compared to these real estate agent peers.

A man and a woman are sitting at a wooden table in a bright, modern kitchen. The woman is holding a tablet and looking at it with a slight smile. The man is leaning over her shoulder, looking at the tablet as well. On the table in front of them are several glasses of orange juice, a coffee cup, and some bread. A pineapple is visible on the left side of the table. The background shows a window with white curtains and a dark wooden shelf with various items.

Digital publishing

FINANCIAL EDUCATION AND CONTENT-RICH WEBSITES

Digital publishing

A community of more than 160,000 subscribers

With a combined online community of more than 160,000 subscribers, the company's Wealth Adviser and Spring FG Digital divisions offer financial education and market information services free-of-charge through content-rich websites, regular seminar programs and the publication of more than 90 eBooks on a broad range of subjects.

At Spring we believe that knowledge gives you a huge advantage in creating and effectively managing wealth.

That is why our team of experts created our series of eBooks that seek to inform people of not only the benefits but also the potential risks and pitfalls of various strategies and investments.

The goal of Wealth Adviser is to ensure concise, informative financial education is available to everyone at no cost.

The eBook topics span from financial planning to investing to tax & accounting to superannuation and many more.



spring' FG DIGITAL PTY LTD



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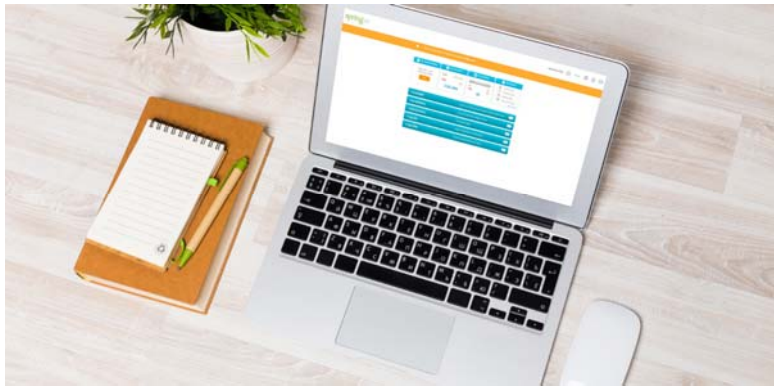
spring247

THE ULTIMATE FINANCIAL TOOL

Australia's most powerful and simple online financial tool

Spring247 is Australia's most powerful and simple-to-use online financial tool that has been designed for our wealth management clients to help them and us manage all their money and wealth on a single platform.

The platform centrally links assets and liabilities, accounts and investments for a complete picture of their finances.



Spring247 is provided to our wealth management clients free-of-charge and provides client and advisers with the ideal platform to stay connected team.

The unrivalled platform offers a wide range of features to simplify the way they manage their finances including:

- Link and view account balances from thousands of different banks, investment platforms and other financial product provider
- View, analyse and report on transaction history
- Store and sign documents
- Setup and monitor budgets
- Receive free property appraisals
- Receive free vehicle valuations



mysuper247

ONLINE SMSF PLATFORM

Setting new standards in affordability and ease-of-establishment and operation

This year we launched our online SMSF platform mysuper247. The platform sets new standards in affordability, ease-of-establishment and operation, and trustees and member resources.

We have integrated world-class technology and a lodgement process that allows individuals to set up their SMSF online in a matter of minutes

The unrivalled platform offers users a wide range of features that simplify establishment, operation and administration of SMSFs including:

- Personalised member dashboard
- Ongoing compliance
- Fund performance
- Adviser access
- Free learning resources
- Contribution monitoring
- Integrated investment options

