



# ASX Release

## Spring FG Limited (ASX: SFL)

6 October 2017

### Spring Financial Group – MyMoney247 direct-to-consumer fintech platform

Financial services group Spring FG Limited (Spring FG or the Company or Group, ASX: SFL) today announced it is targeting a pre-Christmas launch of its innovative fintech platform, MyMoney247.

MyMoney247 will enable consumers to seamlessly link hundreds of Australian bank, brokerage and investment accounts and retail and industry super funds, aggregating up-to-date transactional data into a single user-friendly dashboard.

The platform, that will employ customized technology from leading Australian fintech company, MoneyBrilliant, includes advanced budgeting, cashflow management, bill management, spending analysis, alerts, tax deduction management and goal setting applications empowering users to take control of their finances.

Spring Financial Group managing director, Mr Keith Cullen, said, “MyMoney247 will provide consumers with a powerful toolset to manage their income, investments, bill payment and budgeting requirements, 24 hours-a-day, 7-days-a-week, via PC, tablet or smart-phone, all for under \$10/month”.

MoneyBrilliant Chief Executive Officer, Mr Peter Lalor, said, “We are excited to be working with Spring Financial Group. We’ve developed one of the most functional and easiest to use personal financial management tools in the world – specifically for these types of opportunities. Together we will bring a new financial services proposition to thousands of customers and help them make better decisions about their money.”

Mr Cullen said, “MyMoney247 will initially be offered to the Group’s existing online community of more than 160,000 subscribers to our industry-leading [sharecafé.com.au](http://sharecafé.com.au) and [wealthadviser.com.au](http://wealthadviser.com.au) digital content, presenting a significant long-term recurring subscription fee revenue opportunity for the Group”.

He added, “Over the next 12-24 months we intend to add online tax return services and see scope to also add online home loan and personal insurance sales, presenting consumers with competitive and easy-to-access financial products and presenting further significant revenue upside for the Group”.

### About [MoneyBrilliant](http://MoneyBrilliant)

Established in 2012, MoneyBrilliant is a leading Sydney-based developer and provider of fintech systems and applications. MoneyBrilliant owns and operates an advanced direct-to-consumer digital financial management platform and provides customised fintech solutions for financial services companies.

MoneyBrilliant’s technology integrates with most Australian financial institutions and product providers to provide customers with a complete view of their money. The platform includes advanced budgeting, cashflow management, bill management, spending analysis, alerts, tax deduction and goal setting applications empowering users to take control of their finances.

MoneyBrilliant is owned by director and CEO, Peter Lalor, and AMP Limited, through its subsidiary AMP New Ventures Pty Ltd.

### About Spring Financial Group – [springFG.com](http://springFG.com) – ASX: SFL

Spring Financial Group (Spring FG) is a diversified financial services group offering financial planning and investment advice; wealth management; insurance and superannuation; finance; and tax & accounting services.

The Group has offices in Sydney, Melbourne, Brisbane, Canberra, Newcastle and Wollongong and is preparing for a rollout of a company-operated and franchised branch office network. It has also launched a diverse range of dealer group services for the financial advice industry, including mortgage brokers. The Group also operates a range of leading “fintech” services including its [spring247](http://spring247) personal financial management and [mysuper247](http://mysuper247) SMSF platforms.

With an online community of more than 160,000 subscribers, the Group’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 95 eBooks on a broad range of subjects, and the operation of content-rich websites, including industry-leading [sharecafé.com.au](http://sharecafé.com.au) and [wealthadviser.com.au](http://wealthadviser.com.au).

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