



ASX Release

Spring FG Limited (ASX: SFL)

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Part Sale of Sharecafé and Sharescene Digital Publishing Subsidiary and New Digital Publishing JV

Spring FG Limited (ASX: SFL) (Spring FG or Company) has today announced the sale of a 50% stake in its Sharecafé and Sharescene digital news and information subsidiary, Spring FG Digital Pty Ltd to fellow digital publisher, the Informed Investor Pty Ltd (Informed Investor).

Under the terms of the sale:

- Informed Investor has acquired 50% of the issued capital of Spring FG Digital for a cash consideration of \$225,000
- The Company and Informed Investor have established a joint-venture relationship to develop and expand the content and advertising sales of Sharecafé and Sharescene
- Informed Investor managing director, Tim McGowen has joined the board of Spring FG Digital and assumes responsibility for driving the joint-venture between the Company and Informed Investor
- Spring Financial Group will retain its access to advertising across Sharecafé and Sharescene to promote its own Company-operated products and services for a period of 4-years

Spring Financial Group founder and managing director, Keith Cullen, said, "Entering into this exciting operational joint-venture assures a bright future for the Sharecafé and Sharescene sites that are now in their 20th year of operation".

He added, "Under the sale terms we have retained our right to market our own products and services through the sites at no cost, including our new fintech initiatives, and our eBooks, seminars and events; while Tim's appointment to manage the joint-venture relationship brings the right focus to third-party advertising and sponsorship sales".

Informed Investor managing director, Tim McGowen, said, "Through the joint-venture, both Informed Investor and Sharecafé will benefit from a wider base of contributing experts from a broad range of domestic and international fund managers".

He added, "Through improved functionality and incorporating digital tools into the joint-venture sites we expect to be able to significantly increase the current combined audience of more than 71,000, which in turn will drive engagement and advertising and sponsorship revenues".

About Informed Investor Pty Ltd – informedinvestor.com.au

Founded by its managing director, Tim McGowen and chairman, John Godfrey, Informed Investor is a specialist publisher of online video content and educational solutions for financial advisers and investors. Through its informedinvestor.com.au website it provides resources and tools that promote expertise, client engagement and professional development. Its platform incorporates technology to change how advisers, product issuers and investors connect, engage and interact.

About Spring FG Limited – 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. Its advice and product offerings are broad and include a specialisation in self-managed superannuation funds (SMSFs); and residential real estate investment.

The Group has offices in Sydney, Melbourne, Brisbane, Canberra, Newcastle and Wollongong. It has also launched a diverse range of dealer group services for the financial advice industry, through its recently acquired Wealth Today operations. The Group also operates a range of leading "fintech" services including its spring247 personal financial management and mymoney247 platforms.

With an online community of more than 160,000 subscribers, the Group's digital operations offer 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 sharecafe.com.au and wealthadviser.com.au.

Further information:

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