



ASX and Media Release

Spring FG Limited (ASX: SFL)

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Spring's first retail branch opens in Melbourne CBD showcasing innovative retail design

Financial services company Spring FG Limited (ASX: SFL) (Spring or the Company) today announced it has opened its new CBD retail branch at 99 King Street, Melbourne.

The branch will be operated as a company store serving as the Victorian state-office, hosting regular client seminars and conducting franchisee recruitment and development for the state.

Spring's head of marketing & communications, Ms Samantha Clark, said the branch featured Spring's innovative retail design including its signature kids-room and associated family-friendly client facilities. Ms Clarke said that high-profile signage would be installed on the two-street facades of the prominent corner site in coming weeks providing brand exposure to tens-of-thousands of vehicles a day.

Retail branch rollout to take Spring's fresh approach nationwide

The Company said the opening of its first retail branch signalled the commencement of its planned nationwide rollout of between 80 and 100 predominantly franchised branches over the next five-to-eight years. 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.

"We are targeting High Street and shopping centre premises that provide accessibility for clients and build brand presence", said Ms. Clarke.

"Our team-based approach to advice, and centralisation of key functions including 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", concluded Ms. Clarke.

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 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 mysuper247 SMSF 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 sharecafé.com.au and wealthadviser.com.au.

Further information:

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