



ASX & Media Release

Spring FG Limited (ASX: SFL)

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Spring Financial Group launches MyMoney247 direct-to-consumer fintech platform

In time for the Christmas and New Year break financial services group Spring FG Limited (Spring FG or the Company or Group, ASX: SFL) has today launched its innovative fintech platform, MyMoney247.

MyMoney247's customised technology deployed for the Company by leading fintech company MoneyBrilliant positions it as a market leader, and offers a powerful toolset for customers to manage their income, investments, bill payment and budgeting requirements. All through facilitating instant and secure connection to over 200 of Australia's leading financial institutions.

Spring Financial Group founder and managing director, Mr Keith Cullen said, "We are thrilled with the finished product, and believe the platform is a superior and seamless way for customers to link their various accounts, manage their finances and keep track of their cash flow, 24 hours-a-day, 7-days-a-week, via PC, tablet or smart-phone, all for under \$10/month".

The Company said that through the initial launch phase MyMoney247 is being offered to the Group's existing online community of more than 160,000 subscribers to its industry-leading sharecafe.com.au and wealthadviser.com.au digital content, on a 30-day free-trial basis, with expanding digital marketing programs to be rolled out in the New Year.

The Company said that MyMoney247's income and expenditure tracking and tagging features presented an ideal basis for the management of personal tax affairs and that it intends to add online tax return services to the platform over the next 12 months.

It said that it is exploring the addition of online home loan and other financial product sales, presenting further revenue upside for the Group in addition to the long-term recurring subscription revenue potential presented by the platform.

MoneyBrilliant Chief Executive Officer, Mr Peter Lalor, said, "This partnership represents an exciting venture for MoneyBrilliant and will allow both us and Spring Financial Group the opportunity to extend our financial services proposition, and offer customers with competitive and easy-to-access alternatives to current providers."

The platform is now live at MyMoney247.com, and the app can be downloaded in the Apple App Store for iPhone users or Google Play for Android users by searching MyMoney247.

About 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 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 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 that will be operated through its Wealth Today Pty Ltd subsidiary and brand when its acquisition settles in coming weeks.

The Group also operates a range of leading "fintech" services including its MyMoney247 personal financial management and 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 sharecafe.com.au and wealthadviser.com.au.

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