

19 October 2009

Company Announcements Office  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

**Paul Vine**  
Company Secretary

Phone: 03 9235 1961  
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Dear Sir or Madam

**Trading update**

Please find attached a trading update in relation to Bell Financial Group Ltd.

Yours faithfully



Paul Vine  
Company Secretary

# Media Release

19 October 2009

## **Bell Financial Group Ltd (BFG) Trading Update**

Unaudited profit before tax for the 3-month period to 30 September 2009 was \$13.4m.

Year to date unaudited profit before tax for the 9-month period to 30 September 2009 was \$23.4m.

The September YTD result represents a 52% increase on the previous corresponding 2008 period and a 10% increase on the full year 2008 audited result.

The improvement in trading performance was due to across the board increases in daily execution activity and completed ECM transactions, solid growth in both FUM / FUA, and a strong contribution from Southern Cross Equities.

Bell Financial Group has a 31 December financial year end.

**ENDS...**

## **About Bell Financial Group**

**Bell Financial Group Ltd** ([www.bellfg.com.au](http://www.bellfg.com.au), ASX: BFG) wholly owns Bell Potter Securities Limited (BPS), Bell Potter Capital Limited and Southern Cross Equities Limited (SCE) and has a 36% stake in online broker Bell Direct. BFG is one of Australia's leading full service stock broking and financial advisory firms with a strong track record of providing high quality, professional advice to private, institutional and corporate investors. The business has 320 private client advisers, 13 offices nationally making it one of the largest distribution networks in Australia and an office in London. UBS, one of the world's largest investment banks, owns 17.4% of Bell Financial Group and provides access to first-class research and equity capital market flows.

**Bell Potter Securities Limited** ([www.bellpotter.com.au](http://www.bellpotter.com.au)) has focused on establishing a large, loyal and experienced national network of client advisers, whom BPS supports with quality products, research, robust operating systems, a well-recognised brand and an experienced management team. BPS also incorporates Bell FX, the futures and foreign exchange business ([www.bellfx.com.au](http://www.bellfx.com.au)) and Bell Commodities ([www.bellcommodities.com.au](http://www.bellcommodities.com.au)), purchased as part of the BFG listing in December 2007.

**Bell Potter Capital Limited** issues and manages the Group's in-house margin lending and cash products.

**Southern Cross Equities Limited** ([www.sceq.com.au](http://www.sceq.com.au)) is one of Australia's leading independent wholesale stockbrokers and emerging investment groups delivering tailored services to corporations, institutions and high net worth clients.

**Bell Direct** ([www.belldirect.com.au](http://www.belldirect.com.au)) is Australia's latest, most cost-effective and innovative online broker. Bell Direct provides online broking services for both the retail and wholesale markets.

***For more information, contact:***

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