

**MEDIA RELEASE**

DATE: 20 July 2011

**Unaudited results for the six months to 30 June 2011**

Bell Financial Group unaudited net profit after tax for the 6-month period to 30 June 2011 was \$6.3m. Down approximately 24% on the previous corresponding period, key items influencing the result were:

- revenue from daily execution of \$51m, down from \$55m, consistent with lower market volumes particularly in the second quarter;
- Equity Capital Market (ECM) revenue improved from \$10.5m to \$19.7m, reflecting an increase in the number of completed mandates across all sectors;
- fixed costs which we always manage closely were broadly in line with last year; and
- one-off, non-cash losses associated with the disposal of legacy listed and unlisted options (held within Southern Cross Equities) previously received as part ECM fee income.

Excluding one-off items the performance of the core operating business was ahead of the previous corresponding period.

While the net result was down on the previous year, we remain encouraged by the fact each of our wholly owned business units continued to trade profitably throughout what were difficult market conditions.

As previously disclosed to market, Bell Potter has now taken unrestricted control of Southern Cross Equities and formally combined the two share broking businesses into the one Bell Potter brand. Total consideration paid for the Southern Cross business will be around \$70m, consisting of approximately \$40m cash and 32 million BFG shares.

ENDS...

**About Bell Financial Group**

Bell Financial Group Ltd ([bellfg.com.au](http://bellfg.com.au), ASX: 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. Bell Potter has 14 offices covering Australia plus one in the UK and has one of the largest distribution networks in the country. Its consistent aim is to meet its clients' investment objectives.

**For more information, please contact:**

Michael Mullane

**Cannings Corporate Communications**

+61 2 8284 9990