

**ASX RELEASE****DATE: 17 January 2011****Bell Financial Group (BFG) - Unaudited 2010 Full Year Results**

Strong second half ECM activity and consistent daily turnover has resulted in a solid finish to the 2010 financial year. Unaudited net profit before tax for the full 12-month period is approximately \$31.5m, and unaudited net profit after tax is approximately \$21.5m.

All wholly owned business units made positive contributions towards the result.

ENDS...

## **About Bell Financial Group**

Bell Financial Group Ltd (bellfg.com.au, ASX: BFG) wholly owns Bell Potter Securities and Southern Cross Equities. 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, 14 offices nationally and one of the largest distribution networks in the country. Its consistent aim is to meet its clients' investment objectives.

## **About Bell Potter Securities**

Bell Potter Securities 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.

## **About Bell Potter Capital Limited**

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

## **About Southern Cross Equities**

In less than ten years Southern Cross Equities has evolved into one of Australia's largest independent stockbrokers and emerging investment groups delivering tailored services to corporations and institutions, and high net worth clients.

## **About Bell Direct**

Bell Direct (40% owned by BFG) 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, please contact:**

### **Bell Financial Group**

Colin Davidson

Director, Product and Marketing

+61 2 9255 7467

0405 424 220

[cdavidson@bellpotter.com.au](mailto:cdavidson@bellpotter.com.au)