

ASX RELEASE.

BELL FINANCIAL GROUP

MEDIA RELEASE

BELL DIRECT SELECTED BY MACQUARIE

Tuesday, 29 April 2014 – Bell Financial Group (BFG) Executive Chairman, Colin Bell, announced today that the firm's online broking business, Bell Direct, had been chosen by the Macquarie Banking and Financial Services Group to provide a white label share trading platform that offers integration with the Macquarie Cash Management Account.

"Bell Direct's online trading platform is innovative, customer-friendly and competitive," said Mr Bell.

Bell Direct Chief Executive Officer, Arnie Selvarajah, said the Bell Direct platform integrated easily into existing systems. "Our platform enables financial institutions to offer the convenience and flexibility of online share trading to their clients via a user-friendly interface."

Bell Direct recently signed a similar agreement with HSBC Australia. Mr Selvarajah said the appointments demonstrated the award-winning capability of Bell Direct's online brokerage platform.

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About Bell Financial Group

Bell Financial Group Ltd (ASX: BFG) is a leading Australian full service broking and financial advisory firm with a strong track record of providing high quality, professional advice to private, institutional and corporate investors. Bell has 13 offices covering Australia, offices in Hong Kong and London, and has one of the largest distribution networks in the country.

About Bell Direct

Bell Direct started its operation in 2007 and is an award winning online broking company that is a subsidiary of the Bell Financial Group. Bell Direct was awarded #1 in Overall client satisfaction, #1 in Customer service, #1 in Education materials and #1 in Company research in the recent Investment Trends, 2013 Second Half Australia Online Broking Report.

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