

ASX RELEASE.

BELL FINANCIAL GROUP

FIRST HALF PROFIT BEFORE TAX 300% AHEAD OF THE PREVIOUS CORRESPONDING PERIOD (PCP)

Highlights

- Consolidated profit before tax (unaudited) attributable to Bell Financial shareholders was \$8.0m, a 300% increase on last year's first half and only marginally below the \$8.4m 2014 full year result.
- Consolidated revenue up 18% to \$83m:
 - Equities execution revenue up 16% to \$45m
 - Equity Capital Markets (ECM) revenue up 37% to \$15.1m
 - Futures and Foreign Exchange revenue up 41% to \$6.7m
 - Portfolio Administration revenue up 10% to \$4.7m.
- All underlying businesses traded profitably.
- Funds under Advice (FUA) exceeded \$32bn for the first time, a 10% increase on the same period last year.

FUA includes \$900m in cash deposits, \$300m in margin loans, \$500m in superannuation assets, \$2bn on our Portfolio Administration Platform, and more than \$28bn in chess sponsored holdings.

- Bell Direct continues to grow across all key metrics: broking revenue up 30%, chess sponsored holdings up 43% to \$7bn, and active clients up 23% to 75,000.

Performance for the first half of 2015 reflects good follow through momentum from the second half of last year. And while current market volatility is obviously a concern, the business continues to perform well.

ENDS...

About Bell Financial Group

Bell Financial Group Ltd (ASX:BFG) is an Australian-based provider of stockbroking, investment and financial advisory services to private, institutional and corporate clients. The Group has over 600 employees, operates across thirteen offices in Australia and has offices in London and Hong Kong. Bell Financial has a 51.23% holding in Third Party Platform Pty Ltd (Bell Direct), an online stockbroking business.

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