

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

| | |
|-----------------------|------------------------------|
| Name of entity | BELL FINANCIAL GROUP LIMITED |
| ABN | 59 083 194 763 |

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

| | |
|----------------------------|-------------------------------|
| Name of Director | CHARLES RICHARD NAPIER AITKEN |
| Date of appointment | 20 MARCH 2014 |

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

| |
|---|
| Number & class of securities |
| 4,149,619 ordinary shares |
| 300,000 unlisted options exercisable at \$0.80 each which vest on 28 May 2016 and expire on 28 May 2017 |

+ See chapter 19 for defined terms.

Appendix 3X
Initial Director's Interest Notice

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

| Name of holder & nature of interest | Number & class of Securities |
|---|---|
| <p>Note: Provide details of the circumstances giving rise to the relevant interest.</p> <p>Mr Charles Aitken & Mrs Ellie Aitken as trustees for the C & E Aitken Superannuation Fund. Mr Charles Aitken is a beneficiary of the Fund.</p> | 530,000 |

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

| | |
|--|-----|
| Detail of contract | Nil |
| Nature of interest | Nil |
| Name of registered holder (if issued securities) | Nil |
| No. and class of securities to which interest relates | Nil |

+ See chapter 19 for defined terms.