

Appendix 4E

Preliminary Final Report

Bell Financial Group Ltd
Full year ended 31 December 2010

Listing Rule 4.3A

Company: Bell Financial Group Ltd
ASX Code: BFG
Year Ended: 31 December 2010
ABN: 59 083 194 763

1. The information contained in this report is for the full year ended 31 December 2010 and the previous corresponding period, 31 December 2009.
2. Statutory Results for Announcement to the market for the Bell Financial Group Ltd Consolidated Group:

			\$ ('000)
Total Revenue from ordinary activities:		down 3.1% to	200,245
Profit from ordinary activities after income tax:		down 21% to	21,569
Earnings per share			8.7c
<u>Dividends</u>	Amount	Amount per security	Franked amount per security
Interim dividend (paid)	\$6,055,263	2.5c	2.5c
Final dividend (declared)	\$10,106,288	4c	4c
Record date for determining entitlements to the dividend: 11 March 2011			

Brief explanation of any of the figures mentioned above necessary to enable the figures to be understood: refer attached Release to the Market.

3. Financial Report

Refer to Bell Financial Group Ltd's Annual Report (attached).

4. Dividends or distribution reinvestment plans

Dividend or distribution reinvestment plans in operation: not applicable.

The last date(s) for receipt of election notices for the dividend or distribution plans:
not applicable.

5. NTA backing

	Current Period	Previous corresponding period
Net tangible asset backing per ordinary share	\$0.19	\$0.25

6. Details of associates

Entity name: Third Party Platform Pty Ltd

Percentage holding: 40.3%

7. Entities over which control has been gained or lost

None.

8. Commentary on the results for the period

Refer to Bell Financial Group Ltd Annual Report attached.

9. Audited accounts

The accounts have been audited and are not subject to qualification.



Paul Vine
Company Secretary
22 February 2011