

Lodged with ASX Online

**4 October 2019**

The Manager  
Company Announcements Office  
ASX Limited  
Level 4, 20 Bridge Street  
Sydney NSW 2000

Dear Sir/Madam

### **SALE OF BRIGHTDAY**

Yellow Brick Road Holdings Limited (ASX:YBR) (**YBR** or the **Company**), YBR announces that it has today sold its Brightday business and related website and assets to Pearl Funds Management Pty Ltd.

The Brightday business is a direct-to-customer online wealth and superannuation offering.

The price received for the business is confidential and it, and the transaction, is immaterial to the YBR group.

YBR Executive Chairman Mark Bouris said, "The purpose of this announcement is merely to show that YBR is continuing to restructure and rationalise its wealth business. The contribution made by Brightday to the overall YBR group was miniscule and it didn't fit our strategy going forward, so it made sense for us to dispose of it to a more willing and committed buyer."

Signed for and on behalf of  
YELLOW BRICK ROAD HOLDINGS LIMITED



Sean Preece  
Company Secretary