

# Appendix 3Y

## Change of 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 30/09/01 Amended 01/01/11

|                       |                                      |
|-----------------------|--------------------------------------|
| <b>Name of entity</b> | BELL FINANCIAL GROUP LIMITED ("BFG") |
| <b>ABN</b>            | 59 083 194 763                       |

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

|                            |                   |
|----------------------------|-------------------|
| <b>Name of Director</b>    | COLIN MORTON BELL |
| <b>Date of last notice</b> | 27 MARCH 2014     |

### Part 1 – Change of director's relevant interests in securities

*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.

|                                                                                                                                                                     |                                                                                                                                                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Direct or indirect interest</b>                                                                                                                                  | Indirect                                                                                                                                                                                                                                                                     |
| <b>Nature of indirect interest (including registered holder)</b><br><small>Note: Provide details of the circumstances giving rise to the relevant interest.</small> | On-market purchase of BFG ordinary shares by Bell Securities Pty Limited ABN 59 006 465 498, a wholly-owned subsidiary of Bell Group Holdings Pty Limited ABN 35 004 845 710.<br><br>Colin Bell is deemed to have the relevant interests of Bell Group Holdings Pty Limited. |
| <b>Date of change</b>                                                                                                                                               | (1) 7 September 2015<br>(2) 7 September 2015<br>(3) 9 September 2015                                                                                                                                                                                                         |
| <b>No. of securities held prior to change</b>                                                                                                                       | <u>Direct:</u><br>715,161 BFG ordinary shares<br><br><u>Indirect:</u><br>1,888,472 BFG ordinary shares<br><br>Colin Bell is deemed to have the relevant interests of Bell Group Holdings Pty Limited – 117,967,345 BFG ordinary shares                                       |
| <b>Class</b>                                                                                                                                                        | Ordinary shares                                                                                                                                                                                                                                                              |
| <b>Number acquired</b>                                                                                                                                              | (1) 290,000<br>(2) 10,000<br>(3) 350,000                                                                                                                                                                                                                                     |
| <b>Number disposed</b>                                                                                                                                              | Nil                                                                                                                                                                                                                                                                          |
| <b>Value/Consideration</b><br><small>Note: If consideration is non-cash, provide details and estimated valuation</small>                                            | (1) \$0.44<br>(2) \$0.43<br>(3) \$0.44                                                                                                                                                                                                                                       |

+ See chapter 19 for defined terms.

|                                                                                                                                                                             |                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>No. of securities held after change</b>                                                                                                                                  | <u>Direct:</u><br>715,161 BFG ordinary shares<br><br><u>Indirect:</u><br>1,888,472 BFG ordinary shares<br><br>Colin Bell is deemed to have the relevant interests of Bell Group Holdings Pty Limited – 118,617,345 BFG ordinary shares |
| <b>Nature of change</b><br>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back | On-market purchase                                                                                                                                                                                                                     |

## Part 2 – Change of 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.

|                                                                                                                                                                              |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Detail of contract</b>                                                                                                                                                    |  |
| <b>Nature of interest</b>                                                                                                                                                    |  |
| <b>Name of registered holder (if issued securities)</b>                                                                                                                      |  |
| <b>Date of change</b>                                                                                                                                                        |  |
| <b>No. and class of securities to which interest related prior to change</b><br>Note: Details are only required for a contract in relation to which the interest has changed |  |
| <b>Interest acquired</b>                                                                                                                                                     |  |
| <b>Interest disposed</b>                                                                                                                                                     |  |
| <b>Value/Consideration</b><br>Note: If consideration is non-cash, provide details and an estimated valuation                                                                 |  |
| <b>Interest after change</b>                                                                                                                                                 |  |

## Part 3 – +Closed period

|                                                                                                                                                    |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?</b> | No  |
| <b>If so, was prior written clearance provided to allow the trade to proceed during this period?</b>                                               | N/A |
| <b>If prior written clearance was provided, on what date was this provided?</b>                                                                    | N/A |

+ See chapter 19 for defined terms.