

22 October 2019

Market Announcements Office
ASX Limited
20 Bridge Street
Sydney NSW 2000

APPOINTMENT OF NEW DIRECTOR

The Board of AF Legal Group Limited (**ASX:AFL**) (trading as Australian Family Lawyers) is pleased to announce the appointment of Mr Kevin Lynch effective immediately.

Mr Lynch brings to the Board extensive experience and leadership in digital sales and marketing with a particular focus in online and digital channels. In addition, Kevin has shown a proven ability to build and create sustainable long-term shareholder value.

Mr. Lynch started his career in marketing & technology with Enterprise Ireland, the trade board of Ireland, where he advised companies exporting and scaling abroad with a focus on the European market. He then moved to Australia in 2006 where he helped establish and grow Think Education Group (now Laureate Universities Australia) as Chief Marketing Officer, which was successfully sold to SEEK in 2010 for \$110m. More recently, Mr Lynch was the founding Chief Marketing Officer and later Chief Operating Officer of Open Colleges Group in Australia which disrupted the online learning market, and later sold to Apollo Education Group (AEG) in 2014 for \$225m.

Today, Mr. Lynch works with, advises and invests in global businesses with a focus on sales, marketing and technology. Mr. Lynch holds a Bachelor of Business (1ST class Honours), Marketing and Law from University of Limerick; and a Masters in Marketing (1ST class Honours) from Michael Smurfit Business School, University College of Dublin.

AFL Chairman Grant Dearlove welcomed Mr Lynch to the Board and said: “Kevin’s extensive experience and successful tack record in digital sales and marketing across a variety of industries makes him an excellent addition to the Board, to strengthen our digital and online capability and position the Company for its next stage of growth”.

In addition, the Board announces the retirement of our Chief Financial Officer Mr. Peter Bergin. Mr. Bergin was appointed as CFO during the capital raising and relisting of AFL. He is returning to his full-time role as a partner of Prime Financial. The Board wish to thank Mr. Bergin for dedication and contribution to AFL’s successful return to the ASX. Existing Director Glen Dobbie has been appointed as CFO effective immediately.

Yours sincerely



Maggie Niewidok
Company Secretary