

ASX RELEASE

28 July 2014

SFG AUSTRALIA LIMITED ASX RELEASE

(ASX: SFW)

SCHEME OF ARRANGEMENT SCHEME MEETING

SFG Australia Limited (**SFGA**) confirms that further to the announcement on 27 June 2014, a meeting of SFGA shareholders is to be held on Friday 1 August, 2014, to consider and vote on the Scheme of Arrangement (**Scheme**) under which IOOF Holdings Limited proposes to acquire 100% of the ordinary shares in SFGA. Dispatch of the Explanatory Memorandum relating to the Scheme to all SFGA shareholders was completed on 3 July 2014.

The Scheme requires the approval of SFGA shareholders and will be considered at the Scheme Meeting at 11.00am on Friday 1 August 2014 at the Radisson Blu Hotel at 27 O'Connell Street, Sydney. SFGA shareholders attending the Scheme Meeting are encouraged to arrive at 10.30am to complete registration.

All SFGA shareholders are encouraged to vote either by attending the Scheme Meeting in person, or by lodging a proxy vote by 11.00am on Wednesday 30 July 2014. Details of how to lodge a proxy vote are included in the Explanatory Memorandum.

Shareholder Information Line

SFGA shareholders who have questions about the Scheme, or the Explanatory Memorandum, can call the SFGA Shareholder Information Line on 1800 425 578 (within Australia) or on +61 1800 425 578 (outside Australia) on business days between 8.30am and 5.30pm (Sydney time).

For shareholder enquiries please contact:

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About SFG Australia Limited

SFG Australia is a leading non-aligned client focused financial advice and end-to-end wealth management firm, listed on the Australian Securities Exchange (ASX: SFW).

SFG Australia provides a full range of wealth management services to high net worth and affluent clients, including strategic financial advice, portfolio administration solutions, portfolio construction and management services, insurance (both general and risk) solutions, finance broking, stockbroking, corporate superannuation services, accounting and tax services.

