

ASX Release

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Company Announcements
Australian Securities Exchange Limited
20 Bridge Street
Sydney, NSW 2000

FIRSTFOLIO APPOINTS CHIEF EXECUTIVE OFFICER

The Board of Firstfolio Limited (ASX: FFF) today announced the appointment of eChoice General Manager Mr Peter Andronicos as Chief Executive Officer of Firstfolio, effective immediately.

Firstfolio Chairman Mr Eric Dodd said that a key priority of the Board was implementing the best leadership team to drive growth within the market leading eChoice business and realise the full potential of the asset-strong Folio business.

Commenting directly on the appointment of Mr Andronicos as CEO, Mr Dodd said:

"Mr Andronicos' contributions since 2009 as General Manager of eChoice have been valued by the Board and his promotion to the Chief Executive Officer position is reflective of the quality and depth of management within the Company. During his time with the Group Mr Andronicos has successfully positioned eChoice.com.au as one of Australia's leading brands for residential mortgages & broker distribution."

Under Mr Andronicos' leadership, eChoice has received numerous industry accolades during this year including 'Boutique Aggregator of the Year' in the Australian Broking Awards and 'Aggregator/Originator of the Year (Retail & Wholesale)' in the MFAA Awards. eChoice was also finalist in the category of 'Mortgage Broker of the Year' at the Australian Banking and Finance Awards.

Commenting on his appointment, Mr Andronicos said, "This is an exciting phase in the Company's development and an opportunity to focus on leveraging the strengths of our businesses, which include a market leading customer proposition and a modern approach to the finance and mortgage industry.

"With the support of the Board and our management team, I look forward to continuing to invest in our people and technology to strengthen the eChoice broker offering across both our direct and aggregation channels.

"In addition, we will focus on leveraging the synergies between the eChoice and Folio businesses to provide niche products and services in addition to our existing products supplied by the banks."

Mr Andronicos' CV is set out in the attachment to this announcement. A summary of his remuneration package will be provided once it has been finalised.

Deputy CEO

The Board also announced today that Mr Dustine Pang, Firstfolio's Chief Financial Officer and Company Secretary, has been appointed Deputy CEO, effective immediately. Mr Pang will retain his existing roles in addition to his position of Deputy CEO, which will include the day-to-day leadership of the Group's wholesale funding and lending activities as part of his Deputy CEO responsibilities.

Mr Dodd added, "We are excited by the prospect of Mr Andronicos and Mr Pang leading us through the next stage of growth and taking advantage of a range of market opportunities to realise the significant shareholder value within the company. We look forward to providing shareholders with a more detailed update on the Group strategy, including branding and proposed business structure, at the Annual General Meeting next month."

For further information please contact:

Dustine Pang

Deputy CEO, CFO and Company Secretary

**Mr Peter Andronicos
Chief Executive Officer
Firstfolio Limited**

Mr Andronicos joined Firstfolio Limited in 2009 as General Manager eChoice, with responsibility for its operations and strategy.

Mr Andronicos is a leader in the Australian clicks and mortar industry and has over 18 years' experience with digital focused sales brands in both local and international markets.

Immediately prior to joining the Firstfolio Group, Mr Andronicos was CEO and co-founder of boomerang.com.au (OMG.com.au), one of the world's largest generic industry domain name and publishing networks, which was subsequently acquired by Fairfax in 2011. His career also includes leadership and management roles at online wagering businesses MiniVegas Group and International All Sports; and digital media agencies BMC Media and CitySearch.com.au.

Since joining Firstfolio, he has redeveloped eChoice's strategy and digital presence and introduced performance based marketing partnerships. He has also developed white label mortgage systems and products to increase affiliate and partner value propositions. All of these have resulted in increased customer interaction, retention and sales for eChoice.

As a direct result of these strategies eChoice has been recognised by the industry and its peers for its achievements over the past 12 months, including being crowned 'Boutique Aggregator of the Year' in the Australian Broking Awards and 'Aggregator/Originator of the Year (Retail & Wholesale)' in the MFAA Awards. eChoice was also a finalist in the category of 'Mortgage Broker of the Year' at the Australian Banking and Finance Awards.

About Firstfolio Limited

Firstfolio Limited (ASX: FFF) is a mortgages and financial services distribution business which offers a diversified range of mortgage solutions through its two key businesses; eChoice and Folio Mortgage & Finance. Firstfolio also offers its customers an alternative funding option through Firstfolio Capital.

eChoice is one of Australia's most recognised online mortgage brands, using industry leading technology to provide customers with mortgage and financial product options through convenient online portals. Folio Mortgage & Finance provides mortgage products, mortgage processing and management services, personal loan products, commercial loans, as well as equipment finance and leasing. Products are provided via a national network of mortgage brokers, affiliates and industry partners.

Loans under management (LUM) were \$18.2 billion at 30 June 2014 – making it one of Australia's largest independent platforms for the delivery of financial products and services.