

ASX Release

17 November 2014

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

**FIRSTFOLIO EXTENDS HOME LEAD GENERATION CONTRACT WITH DOMAIN.COM.AU UNTIL 2017
AND ANNOUNCES CREATION OF FIRSTMENBUYERS.COM.AU**

Firstfolio Limited (ASX: FFF) ("Firstfolio") is pleased to announce it has signed an agreement with domain.com.au ("Domain"), a Fairfax Media business, to extend its existing home loan lead generation and qualification partnership until 2017 and formed a plan with Domain to launch a new home buyers' guide website FirstHomeBuyers.com.au.

The developments strengthen the respective positions of Firstfolio and Domain within the Australian real estate and home loan markets.

FirstHomeBuyers.com.au will operate as a partnership between Firstfolio's eChoice business and Domain. The website is scheduled for launch in early 2015. FirstHomeBuyers.com.au will provide news, help and access to financial solutions to first home buyers and home owners seeking to acquire investment properties or move into a larger family home.

Firstfolio's Chief Executive Officer Mr Peter Andronicos said, "FirstHomeBuyers.com.au will guide home buyers through the process from how to secure the right finance, what property they can afford, information on the hurdles and traps in the industry as well as a free phone and online-based concierge service for the life of the home loan."

Domain's Director of Business Development and Strategic Partnerships, Mr Rob Towey said, "The decision to partner with eChoice was driven by its industry-leading platform which provides consumers with unbiased access to more than 27 lenders and thousands of loan variations matched to their personal financial situations."

The FirstHomeBuyers.com.au website will allow consumers to compare their finance options and either use the eChoice mortgage broking service or apply with a bank directly. Firstfolio estimates the website could generate up to a further 2,000 home loan enquiries per month via the eChoice platform.

These initiatives reaffirm the position of eChoice as an industry leader in home finance solutions for the Australian consumer.

"Our goals are aligned in looking after and growing the future of the industry from the first home buyer to the savvy property investor," said Mr Andronicos.

Mr Andronicos confirmed that Firstfolio is implementing further initiatives that will leverage the Company's existing proprietary technology to assist Australian consumers to make better-informed decisions at each stage of the home buying, selling and financing lifecycle.

Early results of these initiatives include an acceleration of the Company's sales growth rates, and the company recording in October 2014, its highest monthly numbers of both loan submissions and loan approvals in over five years.

Mr Andronicos said, "These positive initial outcomes reflect the quality of our underlying business and technology and the efforts of our management team to strengthen and grow the business for its broker network and its shareholders."

For further information please contact:

Dustine Pang

Deputy CEO, CFO and Company Secretary

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.