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YELLOW BRICK ROAD PUSHES THE GROWTH ACCELERATOR WITH A BIG MARKETING INVESTMENT

Yellow Brick Road Holdings Limited (ASX: YBR) is gearing up for a big new financial year by trebling its marketing spend after a year focused on network expansion and product growth.

The increased expenditure with Yellow Brick Road's shareholder Nine Entertainment Company, will mean trebling spend across television and digital channels including a new season of Celebrity Apprentice Australia. With the added value of the program content, the marketing impact is equivalent to \$20 million.

Mark Bouris, Yellow Brick Road executive chairman, said: "When we started Yellow Brick Road, our intention has always been to take on the major players in the financial services industry. Over the past year we've grown our scale with the acquisition of two companies Vow and RESI. By rebranding RESI, we've boosted our physical branch numbers by almost 20 locations and been bolstering our product capabilities."

"Now with a deep footprint of neighbourhood based branches across every state and territory, the brand is well recognised and our competitive products and services rival any financial institution. With these factors in place, we are ready to push on the accelerator and take new territory from the big banks. To achieve this we are tripling our marketing spend and putting some real marketing firepower behind the brand," he said.

A key part of the new investment will include bringing Mr Bouris back in to Celebrity Apprentice Australia and will include the Yellow Brick Road business as a more integral part of the show than in the past.

"Celebrity Apprentice has always been great for business and driving growth. This year Yellow Brick Road will play a bigger role in the program. The impact will put us as a business in the national spotlight with a significantly bigger media spend supporting the program," Mr Bouris said.

"Throughout the season our hard working branch owners will play a role in different episodes alongside the celebrities. The TV series will showcase them as the real local experts that understand the hopes and dreams of all Australians. One of the episodes will also incorporate our product 'Guru' - the new financial planning model that puts Australians in the driver's seat of their financial future. The program inclusion will allow us to introduce the product on a large scale to the wider Australian market and drive interest in our wealth services."

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About Yellow Brick Road

Yellow Brick Road Investment Services Pty Ltd ACN 003 990627, AFSL 255016 is a provider of financial services headed by Executive Chairman Mark Bouris. Yellow Brick Road offers tailored advice and services to Australians wanting to build financial security for the future. With its extensive neighbourhood based branch network, Yellow Brick Road Group is committed to delivering accessibility, quality financial advice and competition in the market. For more information visit www.ybr.com.au