

5 August 2016

Company Announcements  
Australian Securities Exchange  
20 Bridge Street  
Sydney

Fellow shareholders,

As you would know, eChoice shareholders approved the delisting proposal at a general meeting on 16 June 2016 and the Australian Securities Exchange recently agreed to the proposed delisting timetable.

Your Board took the view, strongly supported by shareholders, that the benefits of an ASX listing were outweighed by the ongoing costs of listing and the limitations on the company's ability to grow and restructure.

### **Business Update**

Before I outline some important information regarding the future of your shareholding, let me briefly reiterate the positive outlook for the company. eChoice's core business is sound and producing positive cash earnings. Further, our business strategy is the right one to maximise the future growth of the business.

We have built the industry's leading digital platform for the marketing and distribution of mortgages and related financial products. We have a strong and engaged network of mortgage brokers and an unrivalled system for digital lead generation of new mortgages and ongoing client support and sales.

Supporting this are our valuable referral partnerships with major online brands, particularly Fairfax's Domain, and other leading providers of financial products and services.

### **Delisting Process**

In accordance with the delisting timetable set out in the notice of meeting and now approved by the ASX, eChoice shares will be suspended from trading on Tuesday, 9 August 2016. Seven days later, the company will formally delist on Tuesday 16 August 2016.

<b>Event</b>	<b>Date</b>
Suspension date	9 August 2016
Delisting date	16 August 2016

You may continue to trade your eChoice shares on the ASX until the close of trading on 9 August 2016, subject to the available market liquidity.

Shareholders on the register on the delisting date of 16 August 2016 will keep their shares and remain shareholders in the public, unlisted company eChoice Limited.

These shareholders will continue to receive disclosures by the company, including its annual financial results, and will receive an invitation to attend the company's Annual General Meeting, at which they have the right to vote.

I have included with this letter Shareholder's Reference Guide which sets out some relevant information for shareholders who remain on the register after delisting date. On behalf of the Board, thank you for your continuing support of the company.

We are confident that eChoice has a strong future and look forward to working for those shareholders who continue with us on the journey ahead.

Sincerely,

**Greg Pynt**  
Chairman

## ECHOICE SHAREHOLDER'S REFERENCE GUIDE

**YOU SHOULD KEEP THIS GUIDE FOR FUTURE REFERENCE.**

I WOULD LIKE:	
<ul style="list-style-type: none"> <li>information about my shareholding</li> </ul>	Contact Computershare on <b>1300 555 159</b> or visit their website at <b>www.computershare.com</b>
<ul style="list-style-type: none"> <li>to change my address, name, tax file number, etc</li> </ul>	Print out the relevant form, available from Computershare's website, <b>www.computershare.com.au</b> ; complete, sign and send directly to Computershare at the address on that form
<ul style="list-style-type: none"> <li>to attend and vote at the AGM</li> </ul>	Your Notice of Meeting and Proxy Form will continue to be sent to your address on the share register
<ul style="list-style-type: none"> <li>eChoice's financial accounts and reports</li> </ul>	eChoice's financial reports are available to view and download at the <b>Investor Section of the company's website, www.echoice.com.au</b>
<ul style="list-style-type: none"> <li>information about how eChoice is performing</li> </ul>	Information for shareholders regarding material updates to the company's performance and operations will be posted to the <b>Investor Section of the company's website, www.echoice.com.au</b>
<ul style="list-style-type: none"> <li>to obtain eChoice's share price</li> </ul>	<p>Following delisting on 16 August 2016, as an unlisted company, eChoice will no longer have a publically available share price.</p> <p>However, eChoice will continue to publish its financial accounts on its website, which will include data such as Shareholder's Equity and Net Assets.</p>
<ul style="list-style-type: none"> <li>buy or sell shares in eChoice</li> </ul> <p>or</p> <ul style="list-style-type: none"> <li>transfer my shares into a different name</li> </ul>	<p>After 9 August 2016, you will need to arrange for any share sales and purchases privately and agree a price between the buyer and seller.</p> <p>To complete a share transfer you will need to send to the company or the share registry a completed Standard Transfer Form, which includes details of the seller, buyer, number of shares transferred and the agreed price.</p> <p>The <b>Standard Transfer Form</b> is available to download from the Investor Section of eChoice's website <b>www.echoice.com.au</b> or from Computershare at <b>www.computershare.com.au</b></p>
<ul style="list-style-type: none"> <li>to contact the company directly</li> </ul>	<p>If you are unable to obtain the information you require from either the Share Registry or eChoice's website, please feel free to email or write to the company at:</p> <p><b>investors@echoice.com.au</b> ; or</p> <p><b>The Company Secretary, eChoice Limited Level 5, 55 Mountain Street Ultimo NSW 2007</b></p>