



**ASX: SEQ**

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## Change of Company name to Sequoia Financial Group

- **Change in name marks beginning of an exciting new era for Sequoia**
- **Company will now progressively rebrand subsidiaries to include Sequoia name**
- **Sequoia well positioned to unlock value with enhanced suite of product and service offerings**

**Sydney, 8 December 2015: Sequoia Financial Group Limited ("Sequoia" or "the Company")** (formerly MDS Financial Group Limited) is pleased to announce that, as ratified by shareholders at its Annual General Meeting (AGM) held on 27 November 2015, the Company has finalised its name change with the Australian Securities and Investments Commission.

The Company's new ticker code on the ASX will be **SEQ**, effective as of the start of business, 9 December 2015.

The Company will now progressively rebrand the group's portfolio of subsidiaries to include the Sequoia name, and anticipates that the roll out of this will commence early in the New Year.

Commenting on the name change, Sequoia Managing Director and CEO, Scott Beeton, said: "Along with the Board and management, I am confident that this name change represents the start of an exciting new chapter in the Company's history, and one that will build on the positive progress we have made over the year."

"We have worked extremely hard to streamline operations and lower overheads across the entire business, while also strengthening revenues and driving growth. The ongoing growth that we are now seeing in every business division is particularly encouraging – I thank the entire team for their hard work."

"Sequoia has also been encouraged by the calibre of talent that we have attracted across all business divisions and functions, including broking and business development, as well as the administration and operations teams that provide necessary support to the entire group."

"With a broad suite of product and service offerings across the wealth management and financial service sectors, further enhanced with the acquisition of Sequoia Wealth Group, the Company is now well positioned to leverage this platform and unlock potential value."

"I look forward to updating shareholders on the roll out of our rebranding program, along with progress across all business divisions with our quarterly report in late January 2015."

– ENDS –



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#### **ABOUT SEQUOIA FINANCIAL GROUP**

ASX-listed Sequoia Financial Group Limited (ASX: SEQ) (formerly MDS Financial Group Ltd) is an integrated financial services company providing products and services to self-directed retail and wholesale clients and those of third party professional service firms. It provides:

- Investment and superannuation products
- Wealth management and advisory services
- Corporate advisory and capital markets expertise
- Retail, wholesale and institutional trading platforms
- Market data and financial news services

Sequoia operates various AFS Licenses and its subsidiary D2MX is an ASX Market Participant

