

# **GFNZ Group LIMITED ANNOUNCEMENT TO THE MARKET**

## **Rebranding to Geneva Finance Limited 7:1 Share consolidation**

Following on from reporting a 23% increase in Revenue and a 61% increase in after tax profit to \$3.5m in the March 16 Year

The group announces:

### **1. The Group will be rebranded “Geneva” and the parent company renamed “Geneva Finance Limited”.**

The rationale for this is: The “Geneva” brand has great positive brand values associated with it as a result of Geneva:

- Being the only large scale finance operation that successfully exited moratorium (In Aug 13) paying its investors between 11% -13% interest each month and repaying a total of \$169m (incl \$42m of interest) to those investors.
- Maintaining and building a positive relationship with, finance sector lenders and the regulators as a consequence of the way in which the company conducted itself through this process.
- Remaining loyal to its introducers, despite having reduced lending capability through this difficult period.
- Now returning to sustainable profit

The key values associated with the brand being:

“Trust”,  
“integrity” and  
“high level of consumer and market recognition”.

We see the key benefit of returning to the “Geneva” brand as delivering a more positive connection with our key stakeholders and thereby adding improved value to our shareholders.

### **2. Share consolidation.**

For each seven ordinary shares individual shareholders hold they will be consolidated into one share with any fractions being rounded up. The board considers this will benefit all shareholders by moving the share price away from the sub 20 cents per share range and thereby enhance the credibility of the company with the markets.

As a consequence, the 493,040,761 shares Geneva currently has on issue will reduce to approximately 70,435,279 and mathematically, the share price (currently 6.0 cents per share at the time of writing), would adjust to circa 41 cents – 42 cents per share.

To explain the rounding process: E.G. If a shareholder currently holds 21,883 shares currently this will consolidated to 3,126.14 but will rounded up to 3,127 ordinary shares.

The expected timetable for the consolidation is as follows:

- 4<sup>th</sup> July: Last day of trading for pre-consolidation shares
- 5<sup>th</sup> July: Ex Date for the consolidation. Geneva shares are expected to enter a 2 day trading halt from this date until the consolidation is completed.
- 6<sup>th</sup> July: Record date for the consolidation.
- 7<sup>th</sup> July: Commencement date in trading for post consolidation shares.

Managing Director, David O'Connell says "Following on from the 61% profit lift in the March 16 year; the rebranding back to "Geneva" in conjunction with the 7:1 share consolidation; reflect the board's confidence in the future of the company and it's commitment to enhance and improve the company's relationship with key stakeholders for the benefit of all shareholders."

GFNZ Group Limited

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