

## Former ASFA chief joins Decimal Board

- **Distinguished industry ambassador brings established network within the superannuation sector**
- **Offers significant governance, compliance and regulatory risk expertise to Board**
- **Held high-profile role as CEO of peak advocacy body of the superannuation industry ASFA (2007-2016)**

Decimal Software Limited (ASX: DSX; “Decimal” or “the Company”) is pleased to announce that distinguished financial services expert and former CEO of the Association of Superannuation Funds of Australia (ASFA) Pauline Vamos has been appointed as a Non-Executive Director to the Company’s Board.

Decimal Chairman Mark Potts said securing someone of Ms Vamos’ stature will bring a significant value to the Company and our customers.

“Ms Vamos is highly regarded globally for her integrity as an executive leader and ambassador in financial services, complemented by her extensive superannuation knowledge and expertise,” Mr Potts said.

“The appointment comes at a time when Decimal is making significant inroads in the superannuation sector by enabling providers of all sizes with the capability to engage their members more meaningfully through digital advice.”

Ms Vamos was CEO of ASFA for nine years, from 2007 until 2016, and previously was director, financial services regulation – licensing and business operations with ASIC.

Commencing the role immediately, Ms Vamos said the opportunity to join Decimal and help influence how the sector transitioned to better technology-based member engagement was too compelling to pass up.

“As CEO of ASFA I spent a lot of time leading the conversation with funds and providers on the need to innovate their engagement models,” Ms Vamos said.

“As we know, no fund has yet fully nailed member engagement. I believe that digital advice and scalable technology makes it more accessible, objective, cost effective and convenient. What’s also particularly exciting is its appeal for women, who for various reasons had limited access to the ability to guide their own financial decisions.

“Ultimately everything Decimal offers the market is geared to improving member engagement. And that’s a key message that needs to be reinforced. This is technology that partners with funds to deliver the best possible outcome to members,” Ms Vamos said.

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## **Investor & media enquiries**

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## **About Decimal**

Decimal is an Australian company with the purpose of making financial advice more available to all Australians via digital advice solutions. We partner with banks, superannuation funds and fund administrators already entrusted with customers' funds and investments to deliver advice to the community as a whole. To achieve this, we have developed the world's first enterprise focused digital advice platform. Our software provides fully compliant, transparent digital advice to the customers of our client organisations across numerous topics such as savings, superannuation, insurance and retirement, as well as investments. Decimal is headquartered in Australia and listed on the Australian Securities Exchange under the code DSX. See [www.decimal.com.au](http://www.decimal.com.au).

## **EDITOR'S NOTE**

**. Curriculum Vitea – Pauline Vamos**

### **Executive profile**

An industry ambassador who is well known and respected by the financial services industry both in Australia and globally, with a deep understanding of regulation, pensions, insurance, funds management and financial advice, backed by 25 years of service. Held noted appointments with ASFA, ASIC, Tower Financial Group and served as Chair and Consultant to many other leading associations. Proven record of achieving results, making sound commercial judgements, managing diverse stakeholders, and leading large teams. Deep experience with media and public relations, resulting in strong media profile and voted by journalists as the most accessible and provider of best content of any other industry body in the sector.

### **Career accomplishments**

Instrumental in leading the transformation of ASFA to strengthen and build the organisation's business revenues, expertise and credibility to one of the most respected financial services industry associations globally. Elected an ASFA Life Member in recognition of long-standing service to ASFA and the superannuation industry, and awarded 2016 Superannuation Executive of the Year.

Recognised as an 'Australian Financial Review and Westpac 100 Women of Influence,' voted 'Most Influential in the Financial Services Industry' by Money Management and 'Most Influential in the Superannuation Industry' by Super Review.



Drafted and assisted the MPFA (Hong Kong Pension Regulator) with the implementation of a new set of compliance standards for pension fund trustees. Served on the Board of Plan B Financial Services Group for nearly three years as the only female member.

Led national reform as part of the implementation of the Financial Services Reform Act, and the Managed Investment Act. Delivered the FSRA changes within a tight two-year period, working with the ASIC Regulatory Policy Team, Commonwealth Treasury, Industry Associations, APRA and Members of Parliament.

Acted as the Head of Tower Financial Group's Head of Legal & Compliance, successfully strengthening legal compliance framework at a national level and protecting the business on two major litigation cases.

#### **ASFA - Association of Superannuation Funds of Australia Ltd Sept 2007 to Jul 2016 CHIEF EXECUTIVE OFFICER**

*The Association of Superannuation Funds of Australia (ASFA) is the peak policy, research and advocacy body for Australia's superannuation (super) industry. ASFA is also a registered training organisation (RTO) and offers continuing professional development (CPD) courses*

#### **Various positions Apr 2004 to Sept 2007 CONSULTING & BOARD POSITIONS**

- **Board Member - Plan B Financial Services Group** Director on the Board and Chair of the Compliance and Risk Committee. Supported Plan B through a number of key milestones, including listing the entity on the ASX, complex changes to legal structures, and represented the organisation on an ASIC review (resolved in favour of the group).
- **Consultant - Hong Kong Pension Regulator (MPFA)** Contracted by MPFA to review the trustee practices, and subsequently to draft and assist with the implementation of a set of compliance standards for pension fund trustees. The standards were issued in 2005. Developed and delivered two courses to enable the supervisors within the MPFA to carry out risk-based surveillance activities.
- **Chair of Australian Ethical Investment Limited (AEI)** Chair of the Board for this ASX listed company, and member of the Australian Ethical Superannuation Trustee Board. Helped shape the Board's vision whilst managing conflicts within the super fund and the responsible entity.
- **Australasian Compliance Institute (ACI)** Drafted and socialised the compliance review protocols for the Australasian Compliance Institute (ACI). These protocols are now available internationally and act as a benchmark for performing compliance reviews. Developed and delivered a course for ACI in relation to the protocols during 2006.
- **Other Appointments and Consulting Assignments** Conducted compliance reviews for medium size fund managers on behalf of boards and compliance managers. Delivered "fit and proper" workshops in conjunction with Phillips Fox Solicitors for superannuation funds. Designed and conducted 30 Responsible Officer Workshops for industry associations and large financial services providers.



**ASIC - Australian Securities & Investment Commission 2000 to 2004 DIRECTOR, Financial Services Regulation – Licensing and Business Operations** *“The Australian Securities & Investments Commission (ASIC) is an independent Australian government body that acts as Australia's corporate regulator. ASIC's role is to enforce and regulate company and financial services laws to protect Australian consumers, investors and creditors.*

**ASIC - Australian Securities & Investment Commission 1998 to 2000 NATIONAL COMPLIANCE ADVISOR** *“The role of National Compliance Advisor was to roll out licensing and a surveillance strategy under the new Managed Investment Act, to ensure compliance with new registered scheme requirements, as well as capability and capacity to look after investors' funds and manage the assets of the managed investment scheme.*

**Tower Financial Services Group 1992 to 1998 HEAD OF LEGAL & COMPLIANCE** *“Tower Financial Services Group Ltd. operated as a subsidiary of Tower Ltd (now TAL), the largest non-bank owned life insurance company in Australia. TAL has dominated the insurance market within continuous annual premium growth, providing over 2.3 million Australians. “Member of Tower's senior executive team, reporting directly to the CEO and responsible for overseeing all legal and compliance requirements across the group.*

**Previous positions held between 1983 and 1991**

- Insurance litigator - Phillips Fox Solicitors, 1991
- Principal/Director – Own Insurance Brokerage, 1986 to 1990
- Legal department - City Mutual Life Assurance, 1983 to 1986