

21 November 2023

The Manager
Market Announcements Office
Australian Securities Exchange
Level 5, 20 Bridge Street
SYDNEY NSW 2000
By electronic lodgement

Change of Name and ASX code

BIR Financial Limited (Company or ASX:BIR) is pleased to confirm that a resolution was passed by shareholders on Friday 17 November 2023 at the Company's General Meeting to change its name from BIR Financial Limited to Investor Centre Limited.

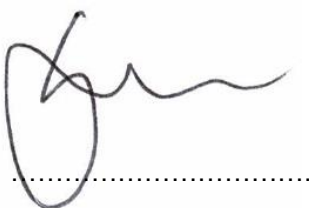
Investor Centre Limited will commence trading under its new name and ASX code of "ICU" from the beginning of trade on 23 November 2023.

The new Company name reflects the Company's intention to acquire the company now known as Investor Centre Data Pty Ltd (formerly Investor Centre Pty Ltd) subject to a number of conditions precedent including obtaining shareholder approval for the acquisition.

The Company is in the process of updating its digital assets including its website and is expecting that process to be completed in the next month.

Investor Centre is well known in the financial markets with an unblemished history of service and performance. The NEW management team is looking to maintain the high standards as it expands into the retail sector once more.

Authorised for release by the Board of Directors.



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Greg Starr
Company Secretary
BIR Financial Limited