



ASX AND MEDIA ANNOUNCEMENT

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Decimal Launches Direct Campaigns

Industry First Instant Solutions to Grow Business & Manage Compliance

Decimal Software Limited (“DSX”) is pleased to announce the commencement of rolling campaigns offering packaged product solutions to Financial Advisers across various financial services segments to help grow their business.

In an industry first, Advisers will be able to utilise Decimal’s simple and fast digital solutions to target specific cross selling opportunities to their existing and new clients. Initial campaigns are targeting Advisers and referral partners who see an opportunity to promote their risk advice offering.

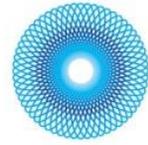
The low cost and simplicity of the solutions means that Advisers can quickly acquire clients by being able to provide compliant advice in real time without the need to deal with their existing technology. With little set up and no capital cost Advisers can get started.

Executive Chairman, Michael Sertorio said, “Consistent with our strategy communicated to investors earlier in 2014, we are now accelerating our delivery of products to the market that will provide Advisers a new way to grow their business whilst solving the existing complexity associated with compliance management. We expect the uptake of these solutions to add further momentum to our growing customer base signing up for new capability.”

To see Decimal’s new offering go to <http://sites.elasticgrid.com/decimal/mortgage-brokers-insurance/index.html>

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About Decimal

Decimal is a 100% cloud technology for financial engagement, advice, service and compliance. It provides financial advisors and institutions with real-time capability to engage with, and service clients in a way that is seamless, fast and secure.

For advisors such as Financial Planners, Accountants and Stockbrokers, Decimal delivers new business opportunities which are done through online collaboration with clients and partners and new levels of practice efficiency and compliance management.

For institutions, Decimal provides a platform to develop new customer driven digital channels to a deeper market. Decimal's passion is to enable customers to reach new heights of growth and efficiency using the power of Decimal's platform and the cloud.

For more about Decimal go to www.decimal.com.au