



## ASX Release

10 March 2016

# INDUSTRY BREAKTHROUGH – FIRST ENTERPRISE ROBO PLATFORM TO EXECUTE FINANCIAL ADVICE

- **Decimal Software’s market leading robo-advice platform exceeds \$3 billion in Funds Under Advice (FUA).**
- **First B2B robo adviser to deliver banks and financial institutions with end-to-end financial advice for their customers.**
- **More than \$1 billion recorded in three months since December 2015.**

Decimal Software Limited (“Decimal” or the “Company”) is pleased to announce its enterprise robo-advice platform has surpassed \$3 billion in Funds Under Advice (FUA) since going live with several foundation clients in mid-2015.

The results provide the first insights into how enterprise robo advice benefits Australian banks, superannuation and financial services companies. The development is significant. We’re the only B2B robo operator in Australia that is delivering a white label solution now. Our technology enables banks and financial institutions to offer an automated financial advice to their customers across multiple topics from investment, insurance, to superannuation and retirement,” said Decimal CEO Nic Pollock.

Decimal’s growth comes from consumer driven personal advice across multiple topics with more than one third of its figures recorded in three months from December 2015 to the end of February 2016. “The number is large and impressive no doubt, but what excites us and our clients most is we’re seeing real numbers from people using robo-advice in Australia,” Mr Pollock said.

“Today’s announcement means we own a share of this fast emerging and largely untapped market in the financial services sector. That makes us an exciting prospect on many fronts. In Australia, 80 per cent of the market still does not receive any financial planning advice, so that’s where the real potential lies with an anticipated total of \$2.3 trillion in Funds Under Advice for robo-advisors. We have demonstrated we can deliver to that”.



# decimal

“Robo-advice is not about displacing human advisors who play an extremely valuable role, he said. In the first instance, it’s about offering the customer choice in the way they engage and then helping the banks and other financial institutions address those customers in a highly scalable and cost efficient manner. While there is still a small amount of reasonable caution in regards to where robo-advice fits in the market, the fact is that industry has embraced the opportunity and started moving forward with it,” Mr Pollock said.

“This milestone indicates that we’re achieving our goal of helping banks and financial institutions retain customers, cross sell products and attract new business. What excites us even more is that we’ve achieved these results before we’ve released our targeted solutions to the broader market, so when we do so over the coming months, we’ll see an acceleration in the take-up rate among all financial organisations.”

**- Ends -**

#### **For Investor enquiries:**

Nic Pollock  
Chief Executive Officer  
Decimal Software Limited  
E: [np@decimal.com.au](mailto:np@decimal.com.au)  
T: +61 419 280 700

Luke Derbyshire  
Director  
Spoke Public Relations  
E: [luke@spokepr.com.au](mailto:luke@spokepr.com.au)  
T +61 488 664 246

#### **About Decimal**

Decimal is an Australian based company, which has developed the world’s first omni-channel, cloud based automated (‘robo’) advice platform designed to operate with any existing product. The platform, which includes embedded compliance features, enables enterprises to provide consumer-driven automated financial advice and execution to the mass consumer market with global application. Prior to now this has not been viable or technically possible, providing Decimal with a first mover advantage.

Decimal partners with Financial Institutions of all sizes including banks, superfunds, credit unions, insurers, mortgage brokers and dealer groups to enable the execution of Financial Service advice via a seamless omni-channel solution.

For further information [www.decimal.com.au](http://www.decimal.com.au)

#### **DECIMAL SOFTWARE LIMITED**

Level 10, 56 Pitt Street, Sydney, NSW 2000  
Phone: 1300 220 799 Fax: +61 8 6389 1977  
ACN: 009 235 956