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Decimal bolsters growth with key appointments

- **Distinguished technology executive to lead Decimal's national client services team**
- **Track record of strategic sales and customer partnerships to financial institutions including Westpac and NAB**
- **Strategic digital expert appointed to strengthen digital advice tailoring**
- **Appointments follow cornerstone investment from IFM Investors**

Decimal Software Limited (ASX: DSX; "Decimal") is pleased to announce the appointment of Sue Landers to the company's executive team as Key Accounts Director.

Ms Landers has more than 25 years experience in technology and financial services, having previously worked for Oracle Corporation in senior sales and management roles, servicing clients including NAB and Westpac.

In this newly created role, Ms Landers will report directly to Decimal's Chief Executive Officer and primarily be responsible for strengthening the company's existing client partnerships.

The appointment is central to Decimal's focus on growing market share in the enterprise digital financial advice market. Earlier this month the company announced a cornerstone investment from \$72bn global fund manager IFM Investors, owned by 28 major superannuation funds in Australia.

CEO Nic Pollock says the appointment will strengthen Decimal's sales team as it continues to lead the market as the only provider of an enterprise digital advice platform to the superannuation industry.

"Sue's appointment, together with IFM Investors' backing, will accelerate our market penetration as the benchmark in enterprise grade digital advice to Australia's superannuation industry," Mr Pollock said.

"Her financial services and technology expertise will add more value to our cornerstone clients, while her extensive network is expected to identify new sales opportunities."

"The financial services industry has realised the true purpose of digital advice is to mirror the way we all buy products and services - digital-first but not to the exclusion of human service."

"Our role is to help financial institutions reach all unaddressed members at scale. Super funds incorporating digital advice can reduce customer attrition and boost growth."

Ms Landers is based in Sydney and officially commenced in the role on 30 January 2017.

"Decimal is at the forefront of enterprise digital advice because of its integration, compliance and scale," she said.

“Having been responsible for the accounts of major Australian financial institution and some of the world’s leading enterprise technology firms, I recognised in Decimal a very robust and modern solution that is already delivering tangible benefits.”

Decimal has also appointed Mitchell Ison as Lead Solutions Consultant to work with enterprise customers to create tailored solutions to meet their growing digital advice needs.

Mr Ison recently returned from working in the financial technology sector in London, having previously held roles in digital wealth and retail product development for Commonwealth Bank and Colonial First State.

Decimal delivers enterprise digital advice solutions to some of the nation’s leading superannuation providers including Mercer, QSuper, Statewide and Energy Super, while development is also under way with a major financial institution.

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About Decimal

Decimal is an Australian 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. See www.decimal.com.au.