

## ASX AND MEDIA ANNOUNCEMENT

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### Decimal Moves to General Release

- First to market end to end real-time platform for financial advisers & partners
- Positioned to drive growth

Decimal Software Limited (“DSX”) today announced the move to General Release of its 100% real-time financial planning software to financial advisers and referral partners.

General Release means Decimal now has product, systems and processes in place for expected future growth, including streamlined customer sign-up and the introduction of a “click, trial, buy” for prospective customers.

Decimal’s move to General Release confirms the company’s goal as set out at the time of the announcement of its transaction with Aviva Corporation Limited. The operational capability is now in place to release it’s on line product to financial planners and referral partners.

Decimal Executive Chairman Michael Sertorio said the company had achieved another key milestone. “Since we announced our transaction with Aviva that saw Decimal listed on the ASX in April, we have been focused on building the team and finalizing preparations to take our transformational software to the market.”

Mr. Sertorio said the company had continued to hire outstanding people, led in Australia by CEO Paul Harapin who is driving the growth of the business. Decimal now has a team of about 30 people and an established office in Sydney.

Decimal has also made significant progress in its back office and customer management systems, which are fundamental to building a scalable business.

As Decimal builds upon General Release its sales focus will initially be on a targeted segment of the overall market and then broaden throughout 2014 and beyond.

“We are confident we have a great initial product for financial planners to drive their profitable growth. In particular, this is the first time they can work in real-time together with their referral partners. This is where we’ll be focusing our initial customer acquisition activity while we continue to create other products for the broader market and adviser channels,” CEO Paul Harapin said.

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**decimal**

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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](http://www.decimal.com.au)