

Decimal partners with AHC to extend market offering

- Decimal has partnered with UK-based consultancy AHC under a memorandum of understanding (MOU)
- The partnership enables customer engagement to digital advice to superannuation members and pension funds

Decimal Software (ASX:DSX; “Decimal” or “the Company”) has announced an agreement to collaborate on joint offerings with creative communications consultancy AHC who have operations in the UK, Australia and the US.

The two companies signed a MOU to bring two new options to market.

The integration of the AHC calculator suite with Decimal’s Equilize digital advice solution will allow funds to provide an end-to-end solution for their members, enabling funds to rapidly progress from calculators to omni-channel digital advice with confidence.

Secondly, Decimal and AHC will collaborate on custom user experiences campaigning, combining AHC’s expertise in creative engagement and Decimal’s robust advice delivery engine.

The collaboration combines the strengths of two market-leading organisations to provide seamless, engaging experiences with compliant, member-driven advice technology.

“Bringing together AHC’s expertise in creating unique and engaging member experiences and Decimal’s integrated, compliant advice engine means we are positioned to jointly offer a rich solution for funds looking to attract, grow and retain their members,” said Nic Pollock, Decimal’s chief executive.

AHC CEO Peter Nicholas said the collaboration would mean super funds had access to a ‘best-in-class’ solution.

“The AHC team is excited that now when we generate high engagement, we can extend the journey into advice,” he said.

“The underlying technology is scalable and takes customers as far as possible digitally, whilst ticking all the compliance boxes.”

Mr Pollock said AHC was a smart choice for Decimal to collaborate with.

“They have an impeccable international reputation for building engaging tools that connect customers with their super funds or pensions,” he said.

“What sets the combined teams apart from competitors is that we have both been delivering results to our clients for some years and have a tremendous appreciation of what’s required.”

The two organisations will be jointly road-showing solutions to existing and new clients before the end of the year.

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For investor enquiries:

Decimal

Nic Pollock

Chief Executive Officer

Decimal Software Limited

np@decimal.com.au

+61 419 280 700

About Decimal

Our purpose is to make financial advice available to all Australians via advice delivery technology, across channels when and where they choose.

We partner with banks, superannuation funds and fund administrators already entrusted with customers' retirement savings, to deliver advice to the community as a whole. To achieve this, we have developed the world's first enterprise-focused omni channel advice delivery technology. Our software provides consistent, fully compliant financial advice to our client organisations' customers across multiple platforms of digital, phone or face-to-face, across numerous topics such as savings, superannuation, insurance and retirement, as well as investments.

Decimal is headquartered in Australia and listed on the ASX under the code DSX. See www.decimal.com

About AHC

AHC are a creative communication consultancy driven by a desire to help people make the right long-term choices about their retirement savings. AHC help some of the world's biggest brands simplify complex information, engage with their employees and deliver positive, measurable outcomes.

AHC's success is built upon a talented team, delivering innovative and award-winning communication. Focusing on the individual needs of the employee, AHC specialise in planning and creating engaging strategies, which effectively impact what people think, feel and do.

As global leaders in calculator development, AHC are able to connect employees with the appropriate tools to educate and help them plan for their future.

More details of AHC's work, clients and awards are available on the website - www.ahc.com