

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	BELL FINANCIAL GROUP LTD ("BFG")
ABN	59 083 194 763

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	COLIN MORTON BELL
Date of last notice	26 MAY 2010

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Indirect
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Colin Bell Pty Ltd (a company controlled by Colin Bell)
Date of change	20 May 2010
No. of securities held prior to change	<p><u>Direct:</u> 715,161 Ordinary shares in – BFG 1,000,000 Options to acquire - Ordinary shares in BFG</p> <p><u>Indirect:</u> 781,253 Ordinary shares in – BFG *</p> <p>Colin Bell is deemed to have the relevant interests of Bell Group Holdings Pty Ltd as set out in the Notice of Change of Interests of Substantial Holder lodged by Colin Bell with ASX on 5 February 2009 - 118,088,845 fully paid Ordinary shares</p> <p>* previously incorrectly reported as a direct interest. Held by Colin Bell Pty Ltd, a company controlled by Colin Bell</p>

+ See chapter 19 for defined terms.

Appendix 3Y
Change of Director's Interest Notice

Class	Ordinary
Number acquired	25,000
Number disposed	
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	\$0.95
No. of securities held after change	<p><u>Direct:</u> 715,161 Ordinary shares in – BFG 1,000,000 Options to acquire - Ordinary shares in BFG</p> <p><u>Indirect:</u> 806,253 Ordinary shares in – BFG</p> <p>Colin Bell is deemed to have the relevant interests of Bell Group Holdings Pty Ltd as set out in the Notice of Change of Interests of Substantial Holder lodged by Colin Bell with ASX on 5 February 2009 - 118,088,845 fully paid Ordinary shares</p>
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	On-market trade

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	
Interest acquired	
Interest disposed	
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	
Interest after change	

+ See chapter 19 for defined terms.