

ASX RELEASE.

BELL FINANCIAL GROUP

MEDIA RELEASE

DATE: 20 March 2014

BELL FINANCIAL GROUP BOARD APPOINTMENT

Bell Financial Group (BFG) Executive Chairman, Colin Bell, today announced that Mr Charlie Aitken will join the Board, effective immediately.

Mr Aitken is the Managing Director of Bell Potter Securities Wholesale, with responsibility for the development and management of the institutional dealing team.

Mr Aitken joined Bell Potter in 2010 as part of the Southern Cross Equities acquisition, where he worked for seven years as the Managing Director - Institutional Dealing. Prior to that Mr Aitken was the Head of Sydney Institutional Dealing at Citigroup.

Mr Aitken has over 20 years' equity market experience, providing advice to institutional investors, corporations and government.

"Charlie has a deep understanding of the Australian financial services industry, and he has played a key role in the development of Bell Potter Securities," said Mr Bell. "We are very pleased that Charlie is joining the Board of Bell Financial Group."

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About Bell Financial Group

Bell Financial Group Ltd (ASX: BFG) is a leading Australian full service broking and financial advisory firm with a strong track record of providing high quality, professional advice to private, institutional and corporate investors. Bell has 13 offices covering Australia, offices in Hong Kong and London, and has one of the largest distribution networks in the country.

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