

## Lodged to the ASX

23 March 2016

### YBR acquires online investment company

- YBR has acquired *brightday* a web-based B2C investment business
- This acquisition is the next step in the delivery of YBR's stated digital plans, following the release of Guru in FY15 and My YBR Account in FY16
- *brightday* and YBR's wealth products both utilise the OneVue<sup>1</sup> investment platform
- YBR's direct investment offer set for launch to consumers in FY17

Yellow Brick Road Holdings Limited (ASX:YBR) today announced the strategic acquisition of a digital platform *brightday*.

The addition of *brightday* is the latest in a series of acquisitions for the growth stock. While previous acquisitions have contributed to the business' scale, this acquisition will provide an important capability for the company's digital strategy.

Executive Chairman Mark Bouris says Yellow Brick Road's and *brightday*'s common partnership with OneVue, an independent investment software platform, allows for a logical and simple integration.

"This acquisition is a key part of our direct and online strategy to be launched to consumers in FY17," Mr Bouris explained.

"*brightday* serves a similar customer segment to Yellow Brick Road. Our 2020 customer strategy ensures we can serve customers via the means and channel they prefer: many will prefer face-to-face support which is why we will double our branch network by 2020, while others have a bias towards direct-digital product, and the majority will seek a blend of both. The acquisition of *brightday* helps enable this."

Consistent investment in consumer-facing advertising over five years has built a strong brand which Yellow Brick Road intends to leverage in the digital space. Mr Bouris said that this brand awareness is already yielding direct inquiries from many customers for insurance, as well as some funds management and superannuation product.

"This digital push is focussed first and foremost on accelerating our wealth business growth. We want 30 per cent of our customers accessing our wealth services by 2020. Wealth is a real differentiator for us and a major focus over the next four years."

"Giving customers superior digital access and tools for investments and superannuation is an important tactic in building our wealth volumes. We have already seen great engagement through Guru, our robo pre-advice tool. *brightday* is the next enhancement," Mr Bouris concluded.

**ENDS**

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<sup>1</sup> About OneVue Holdings Limited (ASX: OVH): OneVue is a middle to back office provider of superannuation and investment management solutions. OneVue has a diversified revenue base across two operating businesses: Platform Services and Fund Services. For further information, please visit: [onevue.com.au](http://onevue.com.au)