



ASX Announcement & Media Release

MDS Financial Group Limited

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ASX Code: MWS

MDS increases holding in NobleOak Life Ltd through \$200,000 placement

- Placement increases MDS' and related parties combined holding in NobleOak Life Limited to 7.71%
- Investment consistent with MDS' strategy to provide integrated suite of financial services
- MDS to consider increasing its holding in NobleOak Life through acquisition of existing shares

MDS Financial Limited (ASX: MWS) ("MDS") today announced that through its 100%-owned subsidiary, Sequoia Group Holdings Ltd (SFG), it has participated in a recent placement completed on 5 March 2015 in leading life insurance business, NobleOak Life Limited (NobleOak).

An amount of 266,667 NobleOak ordinary shares were issued to SFG at \$0.75 per share for a total investment of AUD\$200,000 in the above mentioned placement. This brings total number of shares held in NobleOak by MDS subsidiaries to 1,320,167 shares. MDS subsidiaries and related parties now hold 7.71% of the issued capital of NobleOak and are committed to the continued growth and development of the business.

NobleOak is an independent, unlisted Australian Public Company established over 136 years ago and provides a unique range of life insurance products for self directed investors.

NobleOak is establishing a strong niche in the life insurance sector by providing low cost, direct life insurance solutions, having achieved growth of 98% in FY 2014. NobleOak has positioned itself for further growth by taking advantage of changing market dynamics in the life insurance and financial services markets, in particular the self-managed superannuation fund (SMSF) sector.

MDS Managing Director and CEO, Mr Scott Beeton, commented: "MDS is committed to investing in businesses that compliment our existing service offerings particularly where they have strong and recognised brands. NobleOak fits this investment criteria."

We are also supportive of further investment in NobleOak as well as exploring commercial opportunities.

"There is considerable unlocked value in our equity investment in NobleOak along with other strategic equity investments that we hold. We are committed to fully realising the value of these investments which we believe will add value for MDS shareholders in the future."

- Ends -



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ABOUT MDS FINANCIAL GROUP

ASX-listed MDS Financial Group Limited (MWS.AX) is an integrated financial services company providing products and services to self directed retail and wholesale clients and those of third party professional service firms. It provides:

- Investment and superannuation products
- Wealth management and advisory services
- Corporate advisory and capital markets expertise
- Retail, wholesale and institutional trading platforms
- Market data and financial news services

MDS operates various AFS Licenses and its subsidiary D2MX is an ASX Market Participant.

ABOUT NOBLEOAK

NobleOak is an Australian owned independent specialist life insurance company that has been protecting Australians for over 135 years. NobleOak's experienced insurance agents provide simple, streamlined phone-based support and application fulfilment. The company prides itself on accessibility, value, personalised service and the payment of 100% of genuine claims. NobleOak is APRA regulated, with an ASIC license and its products are backed by a top 3 Global Reinsurer.