

Lodged by ASX Online

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The Manager
Company Announcements Office
ASX Limited
Level 4, 20 Bridge Street
Sydney NSW 2000

Dear Sir/Madam

NEW YBR GROUP ADVERTISING ARRANGEMENTS WITH NINE ENTERTAINMENT CO.

Yellow Brick Road Holdings Limited (ASX code: YBR) (the “**Company**” or “**YBR**”) is pleased to announce that it has today executed a 5 year strategic marketing agreement with Nine Entertainment Co. (ASX code: NEC) (“**NEC**”) that enables YBR and its affiliates to access NEC’s media and communication platforms (“**Platforms**”) at discounted rates. These Platforms include:

- the national Nine Network free-to-air television stations Channels 9, Go! and Gem! in the major capital cities of Sydney, Melbourne, Brisbane, Adelaide, Perth and Darwin;
- the regional NBN free-to-air television station in Newcastle, which also services the NSW Central Coast, North Coast, Northern Tablelands and the Qld Gold Coast; and
- the websites and electronic direct marketing platforms of Ticketek and ninemsn.

Subject to restrictions, certain YBR affiliates (“**Affiliates**”) are also able to access these arrangements. These Affiliates include accredited licensees, franchisees, brokers and distributors of the expanded YBR Group, which would include those of any future group acquired by the YBR Group, including the Vow Financial Group (“**Vow**”) acquisition previously announced.

In return, YBR has agreed to place certain minimum amounts and percentages of YBR Group advertising expenditure over the relevant periods with the NEC Platforms, commensurate with the anticipated YBR Group advertising spend over those periods.

The new arrangements are subject to certain conditions precedent, including the completion of the acquisition of the Vow, and do not impact and are independent of the existing contra advertising arrangements the YBR Group has with NEC, of which YBR still has circa \$4.2 million in pre-paid advertising to spend.

YBR Executive Chairman Mark Bouris said “This agreement represents a major strategic advantage for the YBR Group’s intentions to build a leading non-bank financial services group. Nine Entertainment Co has been an outstanding partner and supportive shareholder for YBR since its listing and the leverage it generates for our marketing activities through its leading media platforms is second-to-none. The new arrangements will greatly assist the YBR Group to execute its strategy by building brands and generating leads into those brands across their portfolios.”

Yellow Brick Road Holdings Limited | ABN 44 119 436 083



ENDS

For more information, contact:

Chelsea O'Donnell

Head of Marketing & Communications

Yellow Brick Road Wealth Management

T 02 8226 8202

M 0414 704 033

E Chelsea.ODonnell@ybr.com.au