

Media Release

3 October 2017

HUB24 unveils new brand

As the platform space continues to grow and evolve, so too are those organisations that are leading the charge in best meeting their clients' needs. Leading wealth management provider HUB24 (ASX: HUB) today unveiled a new look as part of a brand evolution to ensure it was reflective of the company's vision and resonated with their customers.

In the past year, HUB24 Group completed the acquisition of Agility Applications and celebrated the milestone of its platform reaching \$6 billion in funds under administration. Last month, HUB24 also reported its first full year of profit, as it continued to deliver record growth in its platform division.

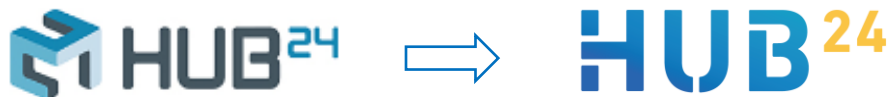
In December this year, the company will move into its new Sydney headquarters in Macquarie Place.

HUB24 engaged The Marketing Group's creative agency Channel Zero, who spoke to different stakeholders, including licensees, advisers, and HUB24's team, seeking feedback on the company's corporate environment, product, brand DNA, behaviour and communication.

HUB24 CEO Andrew Alcock said: "The research showed us that our team, our clients and partners valued our products and services, but our brand identity was inconsistent with the attributes they associate with HUB24 as market-leader and innovator."

"The new identity supports our commitment to lead change in our industry and connect our customers with simple and innovative solutions that create opportunities," he added.

HUB24's new brand will be rolled out progressively over coming months (see the old below left and the new on the right).



- Ends -



For further information please contact:

Eric Robledo

Honner

eric@honner.com.au

Telephone: +612 8248 3739

About HUB24

HUB24 is a financial services company listed on the Australian Stock Exchange (ASX: HUB). The business is focussed on the delivery of the HUB24 platform and the growth of its wholly owned subsidiaries Paragem, a financial advice licensee, and Agility Applications which provides data, reporting and software services to Australian stockbroking and wealth management market.

The HUB24 platform supports the achievement of superior superannuation and investment outcomes for investors. It is a next-generation service with state-of-the-art portfolio management, transaction and reporting

solutions for licensees, financial advisers, accountants, stockbrokers and institutions. HUB24 is not aligned to any major bank, manager or institution. HUB24 is an independent organisation with award winning technology and a growing number of respected and high profile financial services companies as its customers.

For further information, please visit: www.HUB24.com.au