



Investorfirst Ltd

ABN 87 124 891 685

ASX Release

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Appointment of New Chief Financial Officer

Investorfirst Ltd (ASX: INQ) is pleased to advise that it has appointed Mr. Ariel Sivikofsky as Chief Financial Officer (“CFO”), effective today 6 December 2010.

Mr. Sivikofsky, a chartered accountant, began his career at KPMG, following which he worked in contract positions for several world-respected financial organisations both in London and Australia, including Rabo Bank, Credit Suisse, CBA, BT and Macquarie Bank. His most recent senior position was as European Financial Controller – Infrastructure & Corporate Finance at Babcock & Brown.

Mr Otto Buttula, Executive Chairman of INQ, commented, “The appointment of Ariel to a permanent position with the Group is an important step in the consolidation of the senior management team following the recent acquisitions of Alert Trader Group and HUB24. In particular, we expect Ariel’s extensive experience in transaction and organisational structuring to complement and enable INQ’s planned future initiatives.”

In addition to the CFO role, Mr. Sivikofsky will also join Ms. Andrea Steele as Joint Company Secretary for the Company.

The Board and the Executive would like to welcome Ariel to the Group.

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