



AUSTRALIAN SECURITIES EXCHANGE ANNOUNCEMENT

FLEXIGROUP LIMITED ("FXL")

STRONG DEMAND FOR BLiNK MOBILE BROADBAND TABLET PLAN

Sydney, 30 August 2011

FlexiGroup Limited (ASX: "FXL") today announces the successful rollout of its BLiNK \$0 Upfront Mobile Broadband Tablet Plan in key retailers across Australia – offering consumers an alternative to paying by cash or credit card for their tablet device.

"We have put a new twist on the very familiar mobile phone plan contract. By allowing customers to take home a tablet device with a mobile broadband service contract for \$0 upfront payment, we provide them with instant internet access almost anywhere across Australia," said John DeLano, FlexiGroup CEO.

No other provider offers a \$0 Upfront mobile broadband contract plan that is capable of being used with any tablet device available to consumers through retail stores. The tablet plan also offers participating retailers a unique point of differentiation that once again demonstrates the innovation for which FlexiGroup is known.

"The take up of the product has exceeded our expectations," Mr Delano said. "The Tablet contract plan comprises 21% of all BLiNK sales so far this month, and has soared to 29% for the past week.

"The Tablet Plan yields more than double the net revenue than the standard Blink service plan. "

As Australia's leading provider of consumer finance for small ticket IT and electrical purchases, FlexiGroup has been able to utilise its proven systems, processes, credit policies and existing retail relationships to bundle tablet devices with telecommunications service contracts and specifically cater the BLiNK Tablet Plan for a sizeable gap in the market.

"This is the latest example our proven ability to leverage our core capabilities in new channels and by developing innovative products," Mr Delano said.

Since its start-up in 2009, BLiNK has rapidly established itself as a key service provider in the mobile broadband market. It now has more than 75,000 active customers and a market share exceeding 35% in key retail channels.

The rapid customer acceptance of the BLiNK Mobile Broadband Tablet Plan echoes the experience of the Certegy Lay-Buy Express product. Launched earlier this year, it also met with immediate widespread consumer acceptance. The Lay-Buy Express product continues to perform strongly and now represents some 15% of transactions through Certegy-Ezipay.

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Notes to Editor:



FlexiGroup is a leading provider of vendor and retail point-of-sale finance and telecommunication services. Offering lease, rental, interest free and mobile broadband plans, performance has been characterised by solid, profitable growth as the company has expanded its business through organic growth, acquisition, product innovation and diversification.

FlexiGroup operates in Australia, New Zealand and Ireland within a diverse range of commercial and consumer industries including: IT, electrical appliance, telecommunications, home improvement, solar systems, medical, furnishings and travel. FlexiGroup markets its financial and telecommunication products under the following brands; Flexirent, EzyWay, Flexiway, Certegy Ezi-pay, Flexi Commercial and BLiNK.

Key to FlexiGroup's success are the long standing relationships developed with a number of successful retailers and commercial vendors. FlexiGroup has a distribution network of approximately 11,000 active retailers. Key retailers include Harvey Norman, Noel Leeming, Apple Resellers, Midas, Modern Group, The Good Guys, and Bing Lee together with vendor partnerships with Comscentre and M2.

John DeLano joined FlexiGroup in September 2003 as Managing Director. Prior to joining FlexiGroup, John was Managing Director of Avis Australia, and also served in a senior role as Travel Services International in the USA, a publicly listed company.

The Board of FlexiGroup is chaired by Margaret Jackson (also a Director of Billabong International Limited), and includes John Skippen, formerly Finance Director of Harvey Norman Holdings Limited, Rajeev Dhawan, a partner of Equity Partners, and Andrew Abercrombie, a founding director and major shareholder in the company.