Investorfirst Ltd
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ASX Release

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Acquisition of 100% of Marketsplus Holdings Pty Ltd

Thursday, 8 September, 2011. Investorfirst Limited (ASX: INQ) is pleased to announce that it has entered into a Share Sale Agreement to acquire 100% of the shares of MarketsPlus Holdings Pty Ltd and its fully-owned subsidiary MarketsPlus Australia Pty Ltd (MarketsPlus). The acquisition terms include an all cash consideration of A$2 million, of which 50% is subject to performance criteria over an 18 month period.

MarketsPlus has developed the **m+ Evolve** and **m+ Evolve Mobile** online trading platforms, which currently offer online trading of Contracts for Difference (CFDs) across shares, indices, foreign currencies and commodities and a soon to be released Australian equities trading module.

As a consequence of the acquisition of MarketsPlus, Investorfirst will:

- More rapidly complete its wholesale best-of-breed offer to financial intermediaries which incorporates an investment, superannuation, insurance and equities platform;
- Own 100% of a market leading online trading platform; and
- Inherit a proven online trading platform development and management team.

About MarketsPlus (www.marketsplus.com.au)

MarketsPlus is an Australian owned trading business that has developed an advanced trading platform named Evolve which is available online and through iPhone, iPad and Android mobile devices. This platform has been developed using a rich user interface technology creating a unique, industry leading online trading platform.

The MarketsPlus development team has a proven track record in developing online trading platforms having previously developed the Andrew West Stockbroking platform.

The team are currently developing an online share trading offer using the Evolve platform.

Benefits to Investorfirst Shareholders

The addition of MarketsPlus consolidates Investorfirst's position as a leading non-institutional integrated financial services provider across Investment Platforms and Stockbroking. Benefits to Investorfirst shareholders are anticipated to include:

- The MarketsPlus equities trading platform rounds out the Investorfirst offer which includes the HUB24 investment and superannuation platform which incorporates Separately Managed Accounts, managed funds, equities, ETF's, fixed interest and cash;
- Owning 100% of what we believe to be a market leading online trading platform, with strong mobile device functionality;

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- Latest web based user interface technologies, which can be integrated into HUB24 and Investorfirst's wholesale offerings to improve usability;
- An expected increase in revenues through faster adoption of the HUB24 platform, given new integrated online and mobile device trading functionality;
- Increase in revenues through the ability to offer a market leading new online share trading offer to retail and wholesale clients;
- Improve the overall platform offer of HUB24 through the integration of the MarketsPlus Evolve trading platform to make it more attractive to potential clients;
- Inherit an entrepreneurial development team with strong experience in the development and commercialisation of online trading platforms; and
- Gain future cost synergies as the platforms are integrated.

Mr. Jason Entwistle, Deputy Non-Executive Chairman of Investorfirst said "The MarketsPlus online trading platform adds valuable new functionality to our product suite and complements our vision of being a leading non-institutional, integrated financial services provider across Investment Platforms and Stockbroking for financial intermediaries and their clients."

Mr. David Spessot, founder of MarketsPlus said "We are excited by the opportunity that combining with Investorfirst offers and believe that through integrating HUB24's investment platform with MarketPlus' Evolve Trading platform will create a unique market leading offer for retail and wholesale clients."

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Issued by Investorfirst Ltd (ASX: INQ).
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