



ASX Release

Release Number: 09 – 09 – 01

Release Date: 27 – 09 – 12

27 September 2012

Company Announcement Office

ASX Limited

(via ASX Online)

Departure of Chief Executive Officer - Designate

Investorfirst Limited (ASX: INQ) and Mr David Spessot have agreed to his departure as both Chief Executive Officer - Designate and as a director of the Company. The board wishes to thank Mr Spessot for his service during his time as an executive of the Company.

The board has commenced a search for the Company's new chief executive officer. In the interim, the board is pleased to announce that Jason Entwistle has agreed to act as chief executive officer.

Board restructure

Mr Darren Pettiona, a director of the Company since August 2008 and a co-founder of Investorfirst's HUB24 Investment Platform, has resigned as a director of the Company. The board wishes to thank Mr Pettiona for his significant contribution to the Company.

The board is pleased to announce that Mr Ian Litster has agreed to become a director. Mr Litster was a fellow co-founder of the HUB24 investment platform and has significant experience, particularly concerning the provision of technology solutions to the wealth management industry. Mr Litster is a substantial shareholder in the Company through his controlled entities.

Mr Litster has over 12 years' experience in designing and developing software for the financial services industry, particularly in the area of financial planning. He was a founder of the companies behind the VisiPlan and COIN software packages, two of the leading financial planning systems in Australia.

The board looks forward to the valuable contributions Mr Litster will make to Investorfirst Ltd.

Strategic Review

The board has commenced a strategic review of the Company.

The Company has until 15 November 2012 to place the remaining shortfall from its recent rights issue under exception 3 in rule 7.2 of the ASX Listing Rules. The Company has received interest in the placement of the remaining shortfall, however, no final decision has been made regarding the placement at this time.

Issued by Investorfirst Ltd (ASX: INQ).



Investorfirst Ltd

For further information please contact:

Jason Entwistle

Acting Chairman and CEO
Investorfirst Limited

Telephone: +61 2 8274 6000



Investorfirst Ltd
ABN 87 124 891 685
ACN 124 891 685
www.investorfirst.com.au

MELBOURNE
Level 10,
30 Collins St
Melbourne VIC 3000
Tel: (03) 9270 9160
Fax: (03) 9270 9155

SYDNEY
Level 45, Governor Phillip Tower
1 Farrer Place
Sydney NSW 2000
Tel: (02) 8274 6000
Fax: (02) 9247 6428