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ASX Release

Release Number: 03 – 03 – 13
Release Date: 25 – 03 – 13

25 March 2013
Company Announcement Office
ASX Limited
(via ASX Online)

Share Placement

The Directors of Investorfirst Ltd (ASX: INQ, the Company) are pleased to announce the placement of 7,755,000 ordinary shares to sophisticated and professional investors representing 25% of the issued ordinary share capital in the Company as at the date of this announcement at an issue price of 60c per share, raising approximately $4.5 million after fees.

Settlement of the placement, and the issue and allotment of the placement shares, is expected to occur on 28 March 2013. None of the subscribers for shares in the placement are related parties of the Company or associates of related parties.

This placement is made under Listing Rules 7.1 and 7.1A of the ASX Listing Rules, utilising the company's 15% placement capacity under LR 7.1 and the additional 10% placement capacity under LR 7.1A, which was approved by shareholders at the Annual General Meeting of the Company on 30 November 2012. Therefore, the placement does not require shareholder approval.

The placement, which was oversubscribed, attracted significant interest from new institutional investors, existing shareholders including Thorney Group who have maintained their position on the share register, and also existing and prospective customers.

The Chairman of Investorfirst Bruce Higgins in commenting on the placement said "The capital raising has been well supported by investors and as a result we welcome two new institutions to our register as substantial shareholders. A number of other investors with significant knowledge and experience in the use and development of our HUB24 investment platform have also subscribed for shares as part of the placement. We expect these funds will enable the company to fund the HUB24 platform through to scale efficiencies. This is an exciting time for Investorfirst, with recent acknowledgement of our HUB24 investment and superannuation platform leadership in winning a Platform Industry Award by Investment Trends, and the growth in funds under administration, as detailed in our recent announcements on 15 and 18 March".

An Appendix 3B and Cleansing Notice will be lodged with ASX upon the issue and allotment of the placement shares.

For further information please contact:
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NOTE: Growth in Funds Under Administration are subject to inflows and outflows by our clients and also demand for our HUB24 platform by current and new clients which are largely outside of our direct control. Estimates and projections on cash flows and profitability can vary due to many factors, which include regulation, competition and market demand for our products. This release should be read in conjunction with our investor presentations and half and full year accounts.

Issued by Investorfirst Ltd (ASX: INQ).

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