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Exploring Competitive Advantage

Chief Executive Officer – Neil Helm
Chief Commercial Officer – Simon Griffin
Chief Financial Officer – Mark Ledsham

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This presentation reflects the financial performance and position of OzForex Limited (formerly OzForex Pty Ltd) (A.C.N. 092 375 703), which was the head of the OzForex Group prior to the interposition of OzForex Group Limited, and the subsequent capital raising, which occurred on 16th October 2013. This presentation is a fair representation of the information that was presented in The Prospectus.

1. OzForex Group Overview

OzForex Group Overview

- OzForex was founded in 1998 and has had a successful history of institutional and private equity investment prior to listing on the ASX on October 11, 2013
- Provides online international payment services for consumer and business clients
 - Provides clients with a way to transfer funds securely to a bank account in another country at competitive rates
 - 50+ currencies, 900+ currency pairs
- Provides international payment solutions to partner companies (e.g. Travelex)
- Headquartered in Sydney with staff located across six office locations
- Leading independent global player in a large and growing market

OzForex Group Overview

Mission

“To make international payments simple”

Aspiration

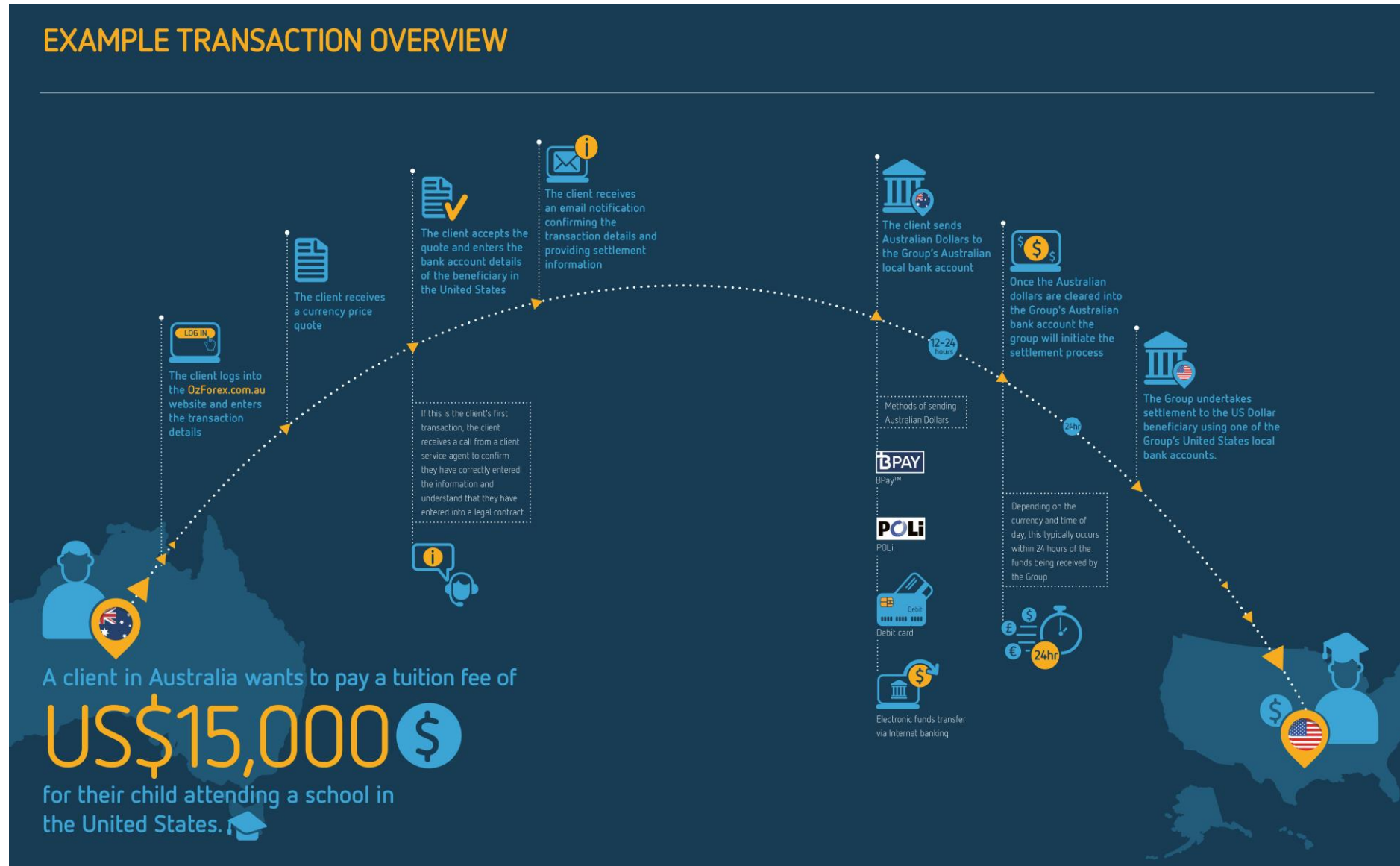
“To be the leading provider of international payments and innovative payment solutions”

OzForex Group Overview

- What we do
 - International Payments:
 - Provides a range of services including: direct payments, forward contracts, limit orders, foreign exchange options and travel cards
 - Generates income by taking a foreign exchange spread on each transaction and transaction fees
 - Spread - difference between rate quoted to the client and the cost to the Group to acquire the relevant currency
 - Transaction fees are also charged below a certain value threshold
 - Payments Solutions
 - Enables third parties to leverage our technology and infrastructure to offer international payments to their client base
 - Shares both the spread and transaction income with our partners
- What we don't do
 - Speculate or take positions on the direction of the FX market
 - Margin FX
 - Deal in cash or Travellers Cheques

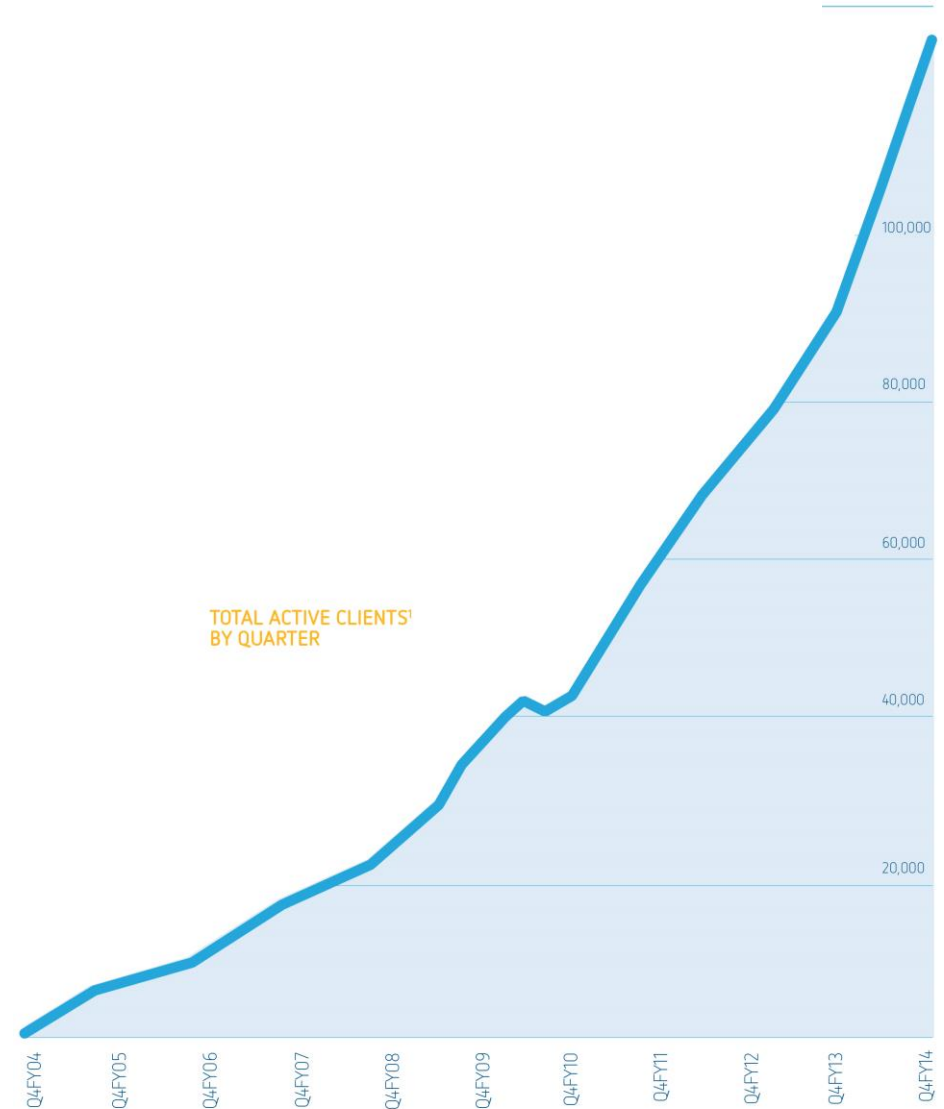
OzForex Group Overview

EXAMPLE TRANSACTION OVERVIEW



OzForex Group Overview

Over 120,000 clients have trusted us with their international payments in the last 12 months



1. The number of clients who booked at least one foreign exchange transaction in the preceding 12 months.

OzForex Group Overview

- Attractive underlying market opportunity
 - Total value of international payments made each year around the globe is extremely large
 - The OzForex Group operates in a segment of this global market, typically for transfers of medium size from one bank account to another

Overview of the international payments market

Money transfer organisations	International payment specialists	Banks
– Primarily focused on smaller value consumer to consumer cash remittances – Transactions generally facilitated via physical network of agents – Generally operate in global remittance market – E.g. Western Union and MoneyGram	– Typically do not have a physical branch network – Deliver services through online, mobile or phone based communications – May focus on specific geographies or currency corridors – E.g. HiFX, World First, Currencies Direct and Xoom	– Wholesale and retail clients – Services provided through physical branch network and online and phone services – Typically settle international payments through the international correspondent banking network using electronic messaging platform (e.g. SWIFT™)

OzForex Group Overview

- **Strategic Goals**
 - Continue to build a highly responsive, innovative and scalable operating model servicing our key client types
 - Expand our geographic footprint
 - Become the provider of choice for other companies or brands looking for international payment solutions for their clients

- **Near Term Priorities**
 - Ensure we evolve our architecture to ensure we have a powerful, scalable and flexible business system that positions us to take advantage of future opportunities
 - Deliver more innovative ways to drive more scale and better payment solutions for our clients
 - Maintain and sustain a high performing diverse workforce
 - Continue to be innovative in maintaining a flexible risk and compliance program
 - Acquire businesses that rapidly add scale or accelerate geographic expansion

2. FY14 Performance

FY14 Performance

38%



Increase in New
Dealing Clients

31%



Increase in Active
Clients

49%



Increase in
Turnover

26%



Increase in Client
Transactions

FY14 Performance

39% 

Increase in Net
Operating Income

2.375

Full Franked
Dividend per Share

33% 

Increase in NPAT
(Pro Forma)

\$41m

Cash Position Net
of Client Liabilities

FY14 Performance

292% 

Increase in Mobile
Site Visits

175% 

Increase in Mobile
Registrations

134% 

Increase in Activated
Travel Cards

220k

App
Downloads

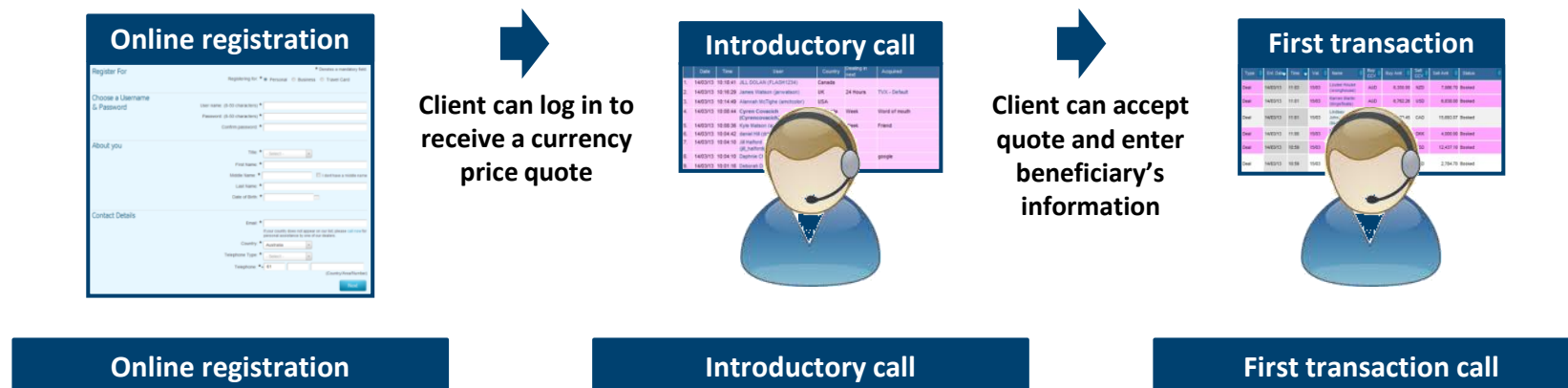
3. Competitive Advantage

Competitive Advantage

- Whilst OzForex has a number of similar looking competitors in some key markets (e.g. AFEX, MoneyCorp, HiFX) we continue to grow by acquiring customers from banks
- Our key differentiators are:
 - Price - a discount to incumbents
 - Speed of delivery – our operating model ensures funds arrive at the destination account quickly
 - Service - premium client service to both consumers and businesses
- Our service is supported by a difficult to replicate combination of assets, relationships and processes
 - Global footprint of licences (50+)
 - Network of local bank accounts to process transactions quickly and at a low cost
 - Scalable proprietary technology platform underpins key business functions
 - Strong relationships with regulators
 - Multiple marketing channels with a strong focus on client service
 - Effective risk management and compliance management systems and framework

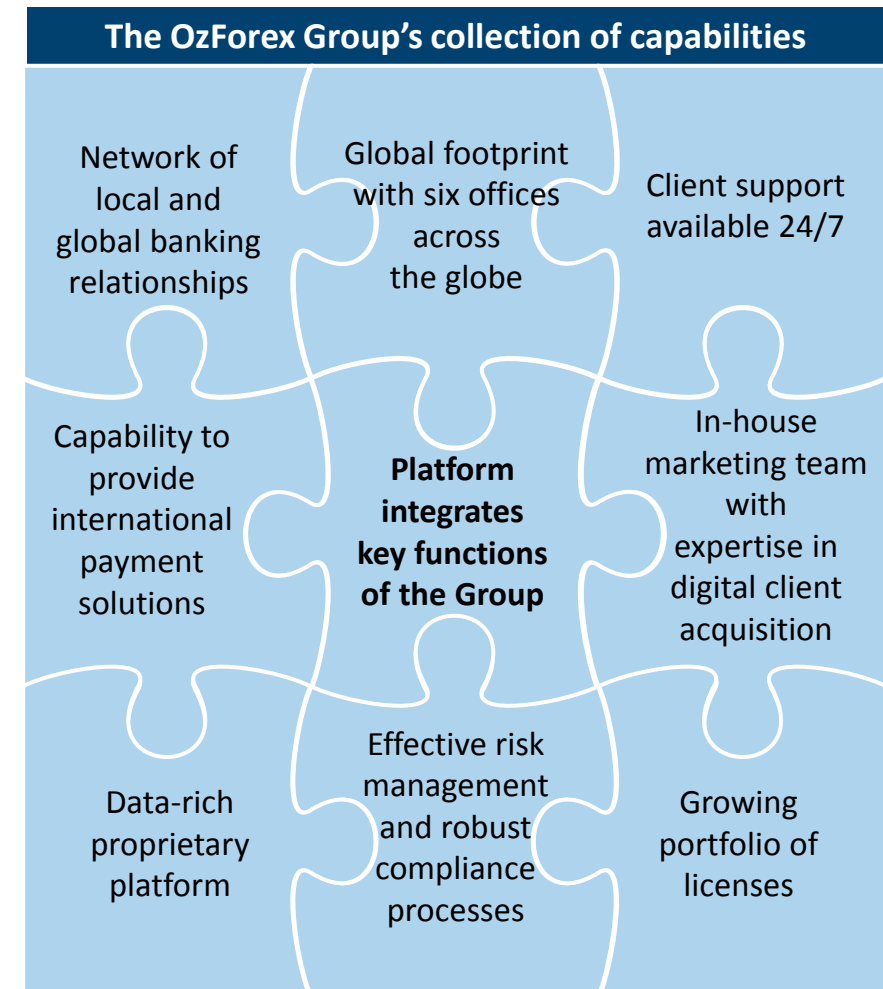
Priced at a discount - premium client service

- Competitive, transparent, consistent pricing
- Speed of delivery utilising local bank account network
- Easy to use online user interface
- Focus on client service designed to create positive user experiences during registration and initial transaction
 - Continuous global client support from the time foreign exchange markets open in Australia on Mondays until the market closes in New York on Fridays



Difficult to replicate combination of assets, relationships and processes

- Combination of technology enabled platform and business processes provide a strong competitive advantage and would be difficult to replicate
- Developing a technology platform with similar capabilities would require
 - significant time
 - significant resource and capital investment
 - a detailed understanding of the international payments market



Scalable proprietary technology platform underpins key business functions



- Proprietary technology platform developed over the last 12 years
- Underpins all key functions
- Minimal additional capital expenditure required to support significantly higher transaction volumes
- Maintaining security and integrity of technology platform and its data are key priorities

Client interface	Online registrations	Execution and settlement	Data rich database
– Supports the Group's seven websites and four partner branded websites – Receives approx. 75,000 visits per day – Receives 9,500 visits from mobile and tablet devices per day	– Approx. 400 online registrations per day in FY14 – Integrates with external providers to facilitate electronic client identity verification	– Provides automated quotes and pricing – Approx. 5,500 quotes per day – Facilitates execution, including aggregation of client transactions to facilitate management of operational risks – Approx. 2,500 transactions per day	– Captures significant amount of data to assist decision making – Improve operational efficiency – Manage marketing budgets – Reduce operational risk

Network of local bank accounts to process transactions quickly at a low cost

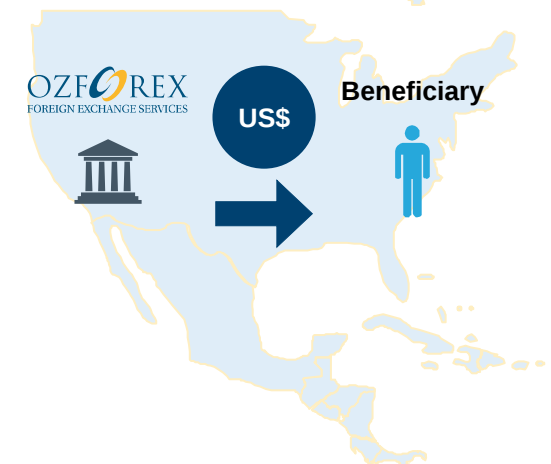
- Network of banking relationships is an element of the model that is difficult to replicate
- Relationships with 11 major banks that provide a network of approx. 120 bank accounts used to:
 - receive funds from clients
 - make payments to beneficiaries
- Enables processing of transactions quickly and at a low cost
- Reduces reliance on international correspondent banking network
- Transactions aggregated across entire client base
 - Transactions netted off against transactions with other clients
 - If aggregate unsatisfied demand reaches predefined limit exposure cleared by entering into hedging contracts with one of 7 counterparties

e.g. Australian client pays tuition fees for a US school

Client sends Australian Dollars to the Group's local Australian bank account



The Group pays US Dollars to beneficiary using one of the Group's US local bank accounts



Multiple marketing channels with a strong focus on client service

Predominantly based online - approximately 49% of registrations generated from paid marketing channels, with balance unpaid (e.g. search engine optimisation, word of mouth, white label and partner referrals)



Online

- Online and mobile marketing focused on search engine optimisation (SEO) and search engine marketing (SEM)
- Network of referral (or alliance) partners (e.g. Financial Times and Globe & Mail) provide direct links to OzForex Group websites
- In FY14, 87% of the Group's new clients were acquired online



E-mail

- Technology platform enables targeted marketing campaigns



Mobile

- Free mobile app launched in May 2012, enabling clients to check live rates, set rate alerts and read current foreign exchange market news
 - Currently drives approximately 10% of all visits to the Group's websites



Offline e.g. radio

- Targeted offline campaigns conducted to complement online and mobile
 - E.g. sponsorship of financial news on AM radio



Direct Sales

- Business development managers (19 globally) focus on targeting business clients

The material contained in this document is a presentation of general information about the ASX Group's activities current as at the date of this presentation (13 February 2014). It is provided in summary and does not purport to be complete. You should not rely upon it as advice for investment purposes as it does not take into account your investment objectives, financial position or needs. These factors should be considered, with or without professional advice, when deciding if an investment is appropriate. To the extent permitted by law, no responsibility for any loss arising in any way (including by way of negligence) from anyone acting or refraining from acting as a result of this material is accepted by the ASX Group, including any of its related bodies corporate.