

FOR ASX IMMEDIATE RELEASE  
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## **SYDNEY START UP TO GLOBAL BRAND**

OzForex Group Limited (OFX:ASX) has announced a global rebranding to commence in Australia later this year. This will be the first step in a program that will see the Group's seven regional brands consolidated into a single global brand.

OzForex was founded in 1998 on the Northern Beaches of Sydney in the founder's sunroom, with an idea that global payments could be made so much easier. Today, OzForex has a global presence that services over 300,000 customers, having transferred over A\$69 billion around the world. Today's announcement consolidates OzForex's position as a global player in the international payments market, by the creation of one global brand - OFX.

OzForex Group is a leading provider of online borderless payment services. The consolidation to a single global brand under the OFX name will leverage the global footprint of the company to deliver innovative and market leading services in more efficient and dynamic ways. It will also deliver the opportunity to drive brand awareness across all market segments, creating additional opportunities and value.

Richard Kimber, OzForex's Chief Executive Officer, today said, *"Our new name will reflect where we are as a business, one single identity for all of our teams across our global operations. By transitioning to OFX across all our markets we will be increasing our efficiency, reducing costs and building a global brand. This lets us continue to leverage our technology platform to make borderless payments easy for even more customers."*

The new global brand name will be implemented across all of the Company's markets in a planned rollout. Each market will continue to trade under their respective brands until 'cut over' in a rollout across the business over the next 12 months.

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## **About OzForex**

The OzForex Group is a global provider of online international payment services for consumer and business clients. The OzForex Group technology also powers international money transfer services of [Travellex](#), [Moneygram](#), [ING Direct](#), Macquarie International Money Transfers and other international financial institutions. Established in 1998 with the aim of providing clients with a better deal, it has offices in Sydney, Toronto, San Francisco, London, Hong Kong, and Auckland. The OzForex Group provides services under the brands OzForex, UKForex, CanadianForex, USForex, [NZForex](#), Tranzfers and [ClearFX](#). Its parent company, OzForex Group Limited, is a publicly listed entity with shares traded on the Australian Securities Exchange under the code "OFX".