



FOR ASX IMMEDIATE RELEASE
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OZFOREX REBRANDS TO SINGLE GLOBAL BRAND 'OFX' AND UNVEILS NEW WEBSITE

OzForex Group Limited (OFX: ASX), one of the world's largest international payment businesses, has today rebranded to the single global brand 'OFX' and launched a brand new retail and investor website. The Australian launch is in-line with timings announced in August, with all other markets following in the first quarter of 2016.

The consolidation to a single global brand reflects the global nature of OFX's business, makes the Company more identifiable to customers globally and also makes its marketing more efficient.

Richard Kimber, OFX Chief Executive Officer, said *"OzForex rebranding to OFX is the first step in our global transition to one brand. This is significant, as a single brand will universally optimise our marketing while differentiating us in the international payments space. We will continue to roll out the OFX brand into the rest of our markets, using it to establish a differentiated positioning so we become globally identifiable to our customers, as well as creating further value for our shareholders"*.

The brand tagline is 'When it matters, OFX it.'

Maria Loyez, OFX Chief Marketing Officer said *"Our customers need an international transfer service to fund something that's really important to them, and they want to use someone they can trust. After 17 years in business over 300,000 customers have counted on us for their personal and business international payment needs. Not only do we have an established payments platform, used by other financial services organisations such as Macquarie Bank and ING Direct, but most importantly, we have a global team of international payment experts, who help our customers with the things that matter to them. Our new tagline draws on this expertise to inspire confidence, because, after all when doesn't it matter?"*

Global responsive website

In conjunction with the rebrand, OFX have also launched a new website, ofx.com, in Australia, as well as a new mobile app. The mobile responsive website is designed to improve the customer experience with a more intuitive interface and has the following key benefits:

- Mobile and tablet responsive, to enable fast, secure international payments in 48 currencies, on the go
- Customer rates rather than inter-bank rates providing optimum transparency for customers, with the interface designed for simplicity of use
- Help FAQs enable customers to self-serve before contacting OFX
- 4-digit pin login for mobile app users.

Richard Kimber, OFX Chief Executive Officer, said *"OFX has always been about providing the best international money transfer experience to customers. We are excited to launch our new website and mobile app, which will provide the same fast and secure service, but with a far superior customer experience"*.



“Technology is one of the core enablers of our strategy, so it is fundamental that we are at the forefront. We are confident that the new OFX platform provides a great customer experience and we look forward to helping more customers OFX it.”

Brand and website details

- OzForex will now be known as OFX, with the same ticker code (OFX) on ASX.
- Website URL: www.OFX.com
- Mobile app: Forex Money Transfer, available to download at the App Store or Google Play

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About OzForex Group (ASX:OFX)

OzForex Group Limited is a global provider of online international payment services for consumer and business clients. It has offices in 6 locations. The OzForex Group provides services under the brands OzForex (now OFX), UKForex, CanadianForex, USForex, NZForex, Tranzfers and ClearFX. To support our increased focus on marketing and people, we are launching a new single global brand in December, OFX, using a single domain name, www.OFX.com. From December 2015, OFX is being progressively rolled out across all geographies starting in Australia.