

Media Release

14 November 2016

Pocketbook Wins Major Industry Award for Best Personal Financial Management App



Pocketbook, one of the most popular apps in the personal finance sector with over 250,000 users, is pleased to announce that it has received a major industry award.

The 2016 Finder Innovation awards named Pocketbook as the “Best Personal Financial Management App for 2016.” The award represents a significant industry endorsement of the Pocketbook app and is a testament to the Pocketbook founders for their continued innovation.

Pocketbook prevailed over a range of heavy global app developers, including tier one banks. Finalists included Acorns Grow Australia ‘Acorns’ App; American Express ‘Amex AU’ App; and CommBank’s ‘CommBank’ App

The award criteria was based on originality, technological Innovation, usability, impact (in terms of overall market impact) and range of impact (recognising the audience size reached).

One of the three judges for the award, Chris Jager, Editor of Lifehacker Australia said: “Pocketbook is one of the simplest and most user-friendly ways for Australians to monitor their spending and create a budget. Its integration with all major banks and ability to sync accounts makes it suitable for all Australians who want to take control of their finances; those who bank with more than one institution.”

Pocketbook Chief Operating Officer Bosco Tan, who received the award said: “We started Pocketbook because we passionately believe that every Australian deserves a clear path towards a brighter financial future. Our aim is to reduce the complexity and cost of financial management with computing power. The most exciting thing is that we are only part of our way along that journey – to take every Australian to financial freedom.”



Pocketbook was acquired earlier this year by leading digital retail finance and payments company, ASX-listed zipMoney (ASX: ZML).

zipMoney CEO and Managing Director, Larry Diamond, commented: “We are delighted that Pocketbook was recognised at such a high-profile industry event.”

“Its customer focused platform empowers people to make the best financial decisions and aligns with zipMoney’s focus on providing customers with honest, responsible and transparent financial products.”

Pocketbook is highly regarded by industry leading bodies including Choice, AIIA, ACMA and Forrester Research. It consistently rates at the top of app stores based on independent customer reviews.

Details on the award are at <https://www.finder.com.au/2016-finder-innovation-awards-best-personal-finance-app>

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About zipMoney

zipMoney is a leading player in the digital retail finance and payment industry. The Company offers point-of-sale credit and digital payment services to the retail, education, health and travel industries. It operates under the zipPay and zipMoney brands. The Company is focused on offering transparent, responsible and fairly priced consumer credit products. zipMoney’s platform is entirely digital and leverages big data in its proprietary decisioning engine to deliver real-time consumer responses. zipMoney is managed by a team with over 50 years’ experience in retail finance and payments and is a licensed and regulated credit provider. For more visit www.zipmoneylimited.com.au