



ASX ANNOUNCEMENT

FOR IMMEDIATE RELEASE

25 September 2014

iSelect to acquire stake in iMoney

iSelect Limited (ASX:ISU) today announced it has agreed to acquire 20.1% of the shares in Intelligent Money Sdn. Bhd ("iMoney") at a cost of USD \$4.0m (circa AUD \$4.5m). Completion of the share acquisition is subject to the satisfaction of a number of conditions.

iMoney is South East Asia's leading personal finance comparison service, currently attracting over 1.5 million unique visitors to its website every month. Established in 2012 and headquartered in Kuala Lumpur, Malaysia, iMoney operates an end-to-end customer advice model and serves multiple high-growth consumer markets including Malaysia, Singapore, the Philippines and Indonesia.

iSelect Executive Chairman, Damian Waller, commented: "iMoney is an emerging business at a similar phase in its evolution to where iSelect was 10 years ago. It shares a similar end-to-end business model to iSelect and is the leading player in South East Asia's personal finance comparison market."

"iSelect's modest investment in iMoney provides us with exposure to high growth consumer markets in South East Asia and an early-stage stake in a market leading and high growth business," Mr Waller said.

iSelect will be granted a number of customary rights typically associated with minority holdings of this nature.

iSelect Executive Chairman Damien Waller will join the Board of iMoney upon completion of the share acquisition. Mr Waller's appointment to the iMoney Board will facilitate strategic knowledge sharing between the two companies.

The near-term impact on iSelect earnings as a result of the iMoney share acquisition is expected to be immaterial.

#ENDS#

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About iSelect

iSelect is Australia's leading online comparison service, providing Australian consumers with trusted product comparison and advice on more than 12,500 insurance, energy, personal finance and broadband products from over 85 partner providers. With a household brand that attracts over 7 million unique visitors to its website every year, iSelect now distributes 1 in 5 of all private health insurance policies in Australia. Owing to its digitally enabled and customer-centric advice model, iSelect continues to grow its market-leading position in health insurance, energy, life insurance and personal finance comparison.

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