

**MEDIA RELEASE**

**Firstfolio adds another partner to its network**

***New online mortgage entrant, Once, to launch suite of Once Home Loans branded mortgage products on back of Firstfolio wholesale platform***

**Sydney, 4 August 2010:** ASX-listed mortgage and financial services distribution group, Firstfolio Ltd, today announced a joint agreement with Once which will see the emerging online financial services player launch a suite of branded Once Home Loans using the BLOOM partner development program.

Today's announcement follows the addition of LJ Hooker, Australia's largest real estate agency brand, to Firstfolio's partner network on Wednesday.

Under the partnership, Firstfolio will design and build Once's online presence and branded product range, and handle processing and settlement of mortgage applications received. Once will handle the marketing and lead generation, specifically via advertising and with Infochoice, Australia's leading finance comparison site.

Once successfully launched its Once Home Loans website, [www.oncehomeloans.com.au](http://www.oncehomeloans.com.au), last month. It now joins LJ Hooker, Medibank Private, AV Jennings and Virgin Money as the fifth partner to sign onto BLOOM, Firstfolio's proprietary B2B mortgage and financial services e-platform developed following its acquisition of online broker, [www.eChoice.com.au](http://www.eChoice.com.au), in 2008.

Launched in 2009, BLOOM is a division of Firstfolio specializing in the development of partner programs within the financial services sector including house-branded home mortgage, insurance, personal loans, property services and asset finance solutions.

Firstfolio Chief Executive Officer, Mr Mark Forsyth, said: "We're pleased to add an up-and-coming online home loans brand to our growing partner network. The partnership is testament to the appeal of our BLOOM model within the financial services industry. With Firstfolio's support, the Once Home Loans branded product will offer one of the lowest standard variable rates in the market.

"Our current BLOOM partners are seeing the benefits of the platform in the form of increased loan volumes, and we continue to see plenty of new opportunities to expand BLOOM," he said.

Once Credit Chief Executive Officer, Gary Howell, said: "Australians are inundated with complicated financial products, red tape and queues for getting the products they need. We believe Once Home Loans will become the pre-eminent place for homebuyers to obtain smart financial solutions with excellent customer service. We're pleased to partner with Firstfolio to bring our customers some of the best home loans available in the market today."

Once Home Loans is a part of the Once Group, which also owns Once Life, Bid My Loan, and InfoChoice.

Under today's agreement, Firstfolio will also act as a fulfillment arm for enquiries on [BidMyLoan.com.au](http://BidMyLoan.com.au).

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**About Firstfolio**

Firstfolio is a specialist mortgage and financial services distribution business, with a diversified distribution network through its aggregation business and Australia's leading online mortgage platform, eChoice. Firstfolio is one of Australia's top tier mortgage aggregator/referrer platforms, and has secure lines of funding through a range of wholesale providers including ING, Adelaide Bank and Origin. Firstfolio also specialises in offering property related and financial service solutions including: finance; bonds; fee funding; property investment, professional services and insurance.

As at June 2010, Firstfolio's portfolio of loans under management or aggregation was more than \$18 billion. In the six months to 31 December 2009, Firstfolio reported EBITDA of \$4.45 million, up from \$1.06 million in the prior corresponding period underpinned by a 32% increase in revenue to \$28.1 million.

For more information visit: [www.firstfolio.com.au](http://www.firstfolio.com.au).

**About BLOOM**

BLOOM provides an end to end solution to companies looking to maximise new and existing brands to increase revenue streams. BLOOM offers revenue generation opportunities across various financial service offerings including home loans, personal loans, insurance, asset finance & property investment. BLOOM partner program services include client acquisition assistance, web site design & development, lead management, client conversion (Face to Face and via telephone), call centre operations including retention & cross selling as well as new innovation developments. BLOOM is ideal for organisations looking to enhance their relationship with existing clients and/or create new client acquisition opportunities.

For more information about BLOOM and BLOOM partnership opportunities, please contact:

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**About Once Home Loans**

Once Home Loans is a part of the Once Group, which also owns Once Life, Bid My Loan, and publicly listed InfoChoice. The Once group is owned by Yanlord Holdings, a Singaporean-based conglomerate with interests in large-scale residential and commercial development, investments in manufacturing and trading and joint ventures with the governments of Singapore and China. Yanlord Holdings owns a majority share in Yanlord Land, listed on the Singaporean Stock Exchange. As at July 2010 its market capitalisation was AUD \$3.01Bil.

For more information visit: [www.oncehomeloans.com.au](http://www.oncehomeloans.com.au).