



Corporate Fact Sheet

Web Site: www.smartypig.com.au

Description: SmartyPig is a simple, smart way to save for a specific goal. Using groundbreaking technology and the latest in security standards, SmartyPig allows customers to make their savings goal public and invite their friends and family members to help them reach their goals. SmartyPig also offers value boost from top retailers and a competitive interest rate on the money being saved. Deemed “The most innovative financial service since Prosper,” by NetBanker, the award-winning SmartyPig has been called “Bank 2.0” by leading American financial technology opinion makers for being the only true banking application that is social. Now, we’re unleashing it on Australia.

Mission: To provide consumers with a simple, smart, secure and highly rewarding way to save, while teaching the benefits of good financial habits through disciplined savings and making saving money fun!

Founded: SmartyPig is a newly founded company that launched its public website in March 2008 in America, and in November 2008 in Australia.

The SmartyPig concept was conceived out of need when co-founder Mike Ferrari opened a college savings program for his new son and wondered if similar programs were available to help him save for goals like a family vacation. Existing savings options were too restricted, complicated and simply offered him little benefit to save.

Co-founders Jon Gaskell and Mike Ferrari recognised the need for a simple, smart, online savings solution that rewards users like never before for reaching their savings goals.

SmartyPig Officers:

- Sean McMurray, CEO
- Michael Ferrari, President & COO
- Jon Gaskell, CMO, Head of Business Development
- Doug Gulling, CFO
- Fred Zelhart, CTO
- Dan Schulz, CIO

Ownership: Privately-owned company

Alliances: **Australian Bank Partner – ANZ**
ASX: ANZ.

U.S. Bank Partner – West Bank
NASDAQ: WTBA.

Security & Platform Provider – DataVision
A leading provider of full-service data capture, data integration and data engineering for numerous Fortune 500 companies.

Design – Happy Cog
Founded by a visionary and staffed by creative superstars, Happy Cog delivers beautiful websites that never lose sight of the human being using them. From site structure to interface design, from branding to content development, Happy Cog's people are the authorities.

Retail Partners:

Adairs
Babyco Direct
Blue Holidays
Bunnings Warehouse
David Jones
Freedom
Harvey Norman
JB Hi-Fi
Myer
Rebel Sport
Target