ASX RELEASE.

BELL FINANCIAL GROUP

11 July 2023

BFG expects first half profit before tax of approximately \$16.2 million, up 21%

Bell Financial Group Ltd (ASX: BFG) today advised it anticipates reporting a first half 2023 profit before tax of approximately \$16.2 million, an increase of 21% on the previous corresponding period.

As advised on 20 June, the result has been underpinned by solid performances in our Technology & Platforms and Products & Services businesses, and an increase in completed Equity Capital Markets transactions.

Full details will be provided when our Interim Financial Report is released in August.

IMPORTANT

This guidance is not a prediction of future performance or a guarantee of future performance and it involves known and unknown risks, uncertainties and other factors which are beyond Bell Financial Group's control, and which may cause actual results to differ from this guidance.

Bell Financial Group is not liable for the accuracy and/or correctness of the information and any differences between the guidance and actual outcomes.

This announcement was authorised for release by the Executive Chairman.

For more information, contact:

Cindy-Jane Lee, General Counsel & Company Secretary, cilee@bellfq.com.au, +61 3 9235 1961