

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	BELL FINANCIAL GROUP LTD ("BFG")
ABN	59 083 194 763

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	COLIN MORTON BELL
Date of last notice	13 DECEMBER 2011

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Indirect
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Colin Bell Pty Ltd (a company controlled by Colin Bell)
Date of change	20 March 2012
No. of securities held prior to change	<p><u>Direct:</u> 715,161 Ordinary shares in – BFG</p> <p><u>Indirect:</u> 1,109,562 Ordinary shares in – BFG</p> <p>Colin Bell is deemed to have the relevant interests of Bell Group Holdings Pty Ltd - 117,967,345 fully paid ordinary shares</p>
Class	Ordinary
Number acquired	373,410

+ See chapter 19 for defined terms.

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Number disposed	
Value/Consideration <small>Note: If consideration is non-cash, provide details and estimated valuation</small>	\$0.54
No. of securities held after change	<u>Direct:</u> 715,161 Ordinary shares in – BFG <u>Indirect:</u> 1,482,972 Ordinary shares in – BFG Colin Bell is deemed to have the relevant interests of Bell Group Holdings Pty Ltd - 117,967,345 fully paid ordinary shares
Nature of change <small>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</small>	On market purchases

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of “notifiable interest of a director” should be disclosed in this part.

Detail of contract	
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change <small>Note: Details are only required for a contract in relation to which the interest has changed</small>	
Interest acquired	
Interest disposed	
Value/Consideration <small>Note: If consideration is non-cash, provide details and an estimated valuation</small>	
Interest after change	

+ See chapter 19 for defined terms.

Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

+ See chapter 19 for defined terms.