

**The Prime Minister of Australia, The Hon. Malcolm Turnbull MP,
launches world-first in fintech to Australian investors**

New OnMarket app gives all investors free, fair and open access to IPOs and placements

7 October, 2015: From today, Australian investors will have fair and free access to IPOs and placements via a new digital gateway called OnMarket.

Launching today, OnMarket is a mobile app and website developed by OnMarket BookBuilds (OMB) that gives all eligible investors, whether or not they have a broker, access to the same capital raising opportunities and on the same terms as institutional investors. The OnMarket technology gives all investors access to IPOs and placements, provides free third-party research on each offer, and guarantees fair allocations.

The Prime Minister of Australia, The Hon. Malcolm Turnbull MP, showed his hands-on commitment to supporting Australian innovation in fintech by entering the first bid into the new OnMarket app. Speaking about the new technology, the Prime Minister remarked "The brilliance of this application is simply that it makes it easier to buy, to trade." "It will open up the investment market considerably."

In a sign that fintech is alive and well in Australia, the first bid was placed in the account of OnMarket founder and CEO, Ben Bucknell, for shares in the IPO of a bitcoin mining company (Bitcoin Group) which has applied to list on ASX.

Speaking about the need for innovation at the OnMarket launch event, the Prime Minister remarked: "It is an absolutely necessary part of our agenda. There is no question that if we are to remain a high wage, generous social welfare, first world economy, we must be more innovative. We must be more competitive."

Mr Turnbull acknowledged the enormous contribution of Australian entrepreneurs to the culture of innovation, praising the founders of On-Market BookBuilds, Ben Bucknell and Rosie Kennedy. "People like Ben & Rosie and the other entrepreneurs in the room play an indispensable role in our Country's future, " he said.

Ben Bucknell, CEO of OMB, stated: "OnMarket is borne out of the belief that technology has the power to transform capital markets. OnMarket aims to democratise access to capital raisings."

Mr. Bucknell further noted: "In the last year, only 16% of IPOs were allocated to retail investors and in the last five years, retail investors were excluded from \$66 billion in placements and \$20 billion in IPOs greater than \$400 million. This means that most of the Australian population is missing out on the opportunity to invest in most IPOs and placements. Technology-based solutions such as OnMarket allows them to participate."

For the first time, OnMarket gives companies that are listed on ASX or are in the process of listing the opportunity to notify registered investors and take bids from all eligible Australian investors.

The Prime Minister concluded by acknowledging the transformational role of digital innovation, commenting "An application that offers people more choice and more freedom is going to do better. The more choice you give people, the more freedom you give people, the more likely they will transact with you."

The OnMarket app is available for downloaded from the App Store and Google Play from today.

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[About On-Market BookBuilds \(OMB\)](#)

OnMarket BookBuilds' mission is to empower investors and companies through innovation in financial technology. OMB believes that investors and companies benefit when capital raisings are conducted fairly, transparently, and efficiently.

OMB is emerging as a leader in Australian fintech. OMB conceived, developed, and patented intellectual property which it licensed in Australia to ASX to build the ASX BookBuild facility – the world's first exchange-hosted capital raising platform. The ASX BookBuild facility is a tool for companies and their lead managers to combine control over pricing and allocations with the all-of-market reach of ASX. It has been used by companies and lead managers for more than \$180m of capital raisings over 12 transactions since launch in October 2013.

OMB has also been acknowledged internationally. The UK Lord Myners Review, which was commissioned following the UK Government's IPO of Royal Mail, 'strongly recommended' the ASX BookBuild facility to business leaders and for into future government privatisations. The United States Securities and Investments Commission (SEC) has published a no-action letter confirming foreign private issuers may rely on the ASX Bookbuild rules to meet their compliance with the US Securities Act Rules. More recently, OMB was invited by UK Trade & Investment to London FinTech Week, in September 2015, the world's largest fintech event.

The new OnMarket App and bidding platform is a wholly-owned and operated initiative of OMB. The OnMarket App and bidding platform is not a joint venture with ASX and is independent of OMB's association with ASX in relation to the ASX BookBuild facility.

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