



Dear Shareholder

As announced on 21 August 2009, Ask Funding Limited (AKF) will be paying a final dividend, the maiden dividend payment for the Company.

The dividend of 1.3 cents per share will be paid in accordance with the following timetable.

Ex Dividend Date: 6 October 2009
Record Date: 12 October 2009
Payment Date: 19 November 2009

Please take a moment to read through the following important information in relation to the dividend:

- In order to qualify for the dividend you must hold shares as at the Record Date 12 October 2009.
- Dividends will be paid directly into nominated Australian financial institutions, as this is the most expedient and cost-effective method of payment. By providing your bank account details this will ensure that your dividend reaches you securely and quickly. However, before we can pay your dividend we need you to provide us with your bank details, *otherwise you will not receive your dividend entitlement*. Only holders who are resident outside of Australia and do not nominate an Australian bank account are able to receive payment by way of cheque.
- The Company has adopted a Dividend Reinvestment Plan and we would like to invite you to participate. Participation allows the shareholder to purchase shares in the Company without incurring transaction costs and in respect of this dividend at a discount of 2.5% to the Issue Price. A set of Frequently Asked Questions can be found on the Company's website (www.askfunding.com.au). In order to participate, your form must be received by our share registry by 5pm AEST on 12 October 2009.
- It may also be to your benefit to advise us of your Tax File Number (TFN), but you are not obliged to do so. However, where a TFN is not provided we may be required to deduct tax from any unfranked portion of dividends at the highest marginal rate.



To assist us with our commitment to the environment and our focus on cost control, we encourage you to provide your security holder information online at www.computershare.com.au/easyupdate/akf. The Easy Update service is fast, secure and will ensure that you receive company information on time. If you do not have internet access, please call 1300 308 185 and follow the voice instructions to provide your security holder information over the phone and receive any necessary forms to your registered address.

In the event you do not have access to the internet, **enclosed** are various forms for you to complete and return in the Reply Paid envelope.

Yours sincerely

A handwritten signature in black ink, appearing to read "Alison Hill", with a long horizontal flourish extending to the right.

Alison Hill
Chief Financial Officer