



PRESS RELEASE

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- **Aragon AG welcomes its millionth customer**
 - **Further growth planned**
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Aragon AG, one of the leading financial services companies in German-speaking countries, welcomed its one millionth customer at the beginning of August, reaching a new milestone in the development of its business.

Annual customer growth of around 20 percent since foundation in 2004

Aragon AG began with around 300,000 customers in April 2004. Since then, the number of customers advised by the Aragon Group's financial advisors has grown by around 20 percent a year. Having increased its total number of customers to one million, Aragon AG can point to the fastest growth in the financial sales market in German-speaking countries. This unique success story has been driven both by very high new customer acquisition volumes, as well as by the companies and customers acquired within the buy-and-build strategy.

Customer totals set to rise by 50 percent to more than 1.5 million by 2014

The current customer total consists of around 800,000 customers in the Broker Pools (B2B) segment, i.e. business with end customers via financial intermediaries, and around 200,000 customers in the Financial Consulting (B2C) segment, i.e. business directly with end customers. "We are proud of what we have achieved and aim to remain the fastest-growing group in the German-speaking financial sales market," commented Dr. Sebastian Grabmaier, CEO and founder of Aragon AG, with regard to the company's ongoing growth. "For 2014, the tenth anniversary of the foundation of Aragon AG, we aim to exceed the 1.5 million mark in terms of the number of customers we advise. The direct business with end customers should show especially disproportionate growth, as a result of which we aim to achieve more or less balanced numbers of B2B and B2C customers by 2014."

About Aragon AG

Aragon AG is a broadly diversified financial services group with two operating segments, Broker Pools and Financial Consulting, and a Holding division. Alongside its investment in Aragon IT Service GmbH, the Holding division also owns a minority stake in biw Bank für Investments und Wertpapiere AG. In its operating segments, Aragon AG operates in the market with several independently acting subsidiaries. The aim is to integrate various sales models under one roof without infringing on the identity of each individual sales operation. This leads to broad diversification across numerous asset classes and distribution channels and, as a result, ensures high earnings stability. Further information about the company and its subsidiaries can be found at www.aragon.ag.