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## Media Release

Tuesday May 17 2016

### **SocietyOne appoints Simon Willoughby as General Counsel**

SocietyOne, Australia's leading marketplace lender, has appointed Simon Willoughby as the company's new General Counsel with responsibility for all legal, compliance and regulatory reporting functions.

A lawyer with more than 16 years' experience in the corporate, regulatory and financial services sectors, Simon joins SocietyOne from iSelect, the ASX-listed multi-channel online comparison service, where he was Head of Legal and Compliance. He reports to SocietyOne's Chief Executive Officer Jason Yetton.

Simon brings to the company a wealth of legal, regulatory knowledge and service. Prior to his time with iSelect, Simon spent nearly five years with the Australian Securities and Investments Commission (ASIC) where he was Senior Manager in the Financial Services Enforcement Group. Before that, he was a litigation specialist and senior associate at three legal firms including DLA Phillips Fox and Ebsworth & Ebsworth between 1999 and 2009.

Simon joins a senior leadership group at SocietyOne that includes Jason Yetton, recently ex-Group Executive of Retail and Business Banking at the Westpac Group, who was appointed CEO in March, Anna Harper, the company's new Chief Financial Officer, and co-founders Matt Symons and Greg Symons (no relation).

"Simon's breadth and depth of experience will be invaluable and his appointment represents another significant step forward in our plans to grow SocietyOne," said Jason Yetton.

"As the pioneer of a new and exciting sector of the financial services industry, SocietyOne is determined to lead the way in providing innovative new ways of lending and funding and in shaping the way marketplace lending develops from a regulatory and customer protection perspective."

Simon Willoughby said: "This is a significant time for the financial services sector, not just because of the impact of international and national regulatory changes but also as a result of the way the new generation of digital lenders like SocietyOne is disrupting the traditional financial institutions.

"Joining the company at this relatively early stage of its development is a great opportunity for me to help build and maintain its leading market position against the backdrop of an increasingly complex regulatory and legal environment."



## **Simon Willoughby biography**

Educated at Canberra Grammar School and the University of New England from where he graduated with degrees in law and financial administration (accounting) Simon was admitted as a solicitor in December 1999.

After six years at the Sydney legal firm of McCulloch Buggy where he was promoted to Senior Associate, he joined Ebsworth & Ebsworth in Melbourne as a Senior Associate in its Litigation Group. He then moved to DLA Phillips Fox in August 2007 as a litigator before his recruitment two years later by the Australian Securities and Investments Commission (ASIC) as Senior Manager in its Financial Services Enforcement Group.

At ASIC, Simon led investigatory teams handling issues arising out of the Corporations Act, the ASIC Act and the National Consumer Credit Protection Act. He also provided strategic advice to senior ASIC executives and ASIC commission members.

In March 2014, Simon joined iSelect Group, the now ASX-listed multi-channel digital comparison service as initially Head of Compliance and subsequently, Head of Legal and Compliance. His responsibilities at iSelect included oversight of its business units that hold Australian Financial Service licences (AFSLs) and its Australian Credit Licence (ACL).

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### **About SocietyOne**

SocietyOne is Australia's leading marketplace lender and uses risk-based pricing through its world class proprietary ClearMatch technology platform to offer credit-worthy borrowers a better lending deal and investors direct access to an attractive new fixed income investment option. Borrowers with good credit histories benefit from personalised rates that are generally much lower than standard credit cards and the personal loan offerings of the banks. By reducing the cost of originating and managing loans, SocietyOne is able to share the operating cost advantage and the margin gain with both borrowers and investors. SocietyOne has also been recognised as one of Australia and New Zealand's Top 20 "innovator, digital disruptor and game changer" in Australia and New Zealand in the inaugural Tech Pioneers 50 Report compiled by H2 Ventures and Investec Australia published in April 2016. To learn more about SocietyOne, go to <http://www.societyone.com.au>