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SocietyOne appoints Anna Harper as Chief Financial Officer

SocietyOne, Australia's leading marketplace lender, has appointed Anna Harper as the company's new Chief Financial Officer in succession to Jerry Yohanonov.

Anna has joined SocietyOne from Virtus Health, the country's largest Assisted Reproductive Services provider, where she was Group Financial Controller. Anna reports to SocietyOne's Managing Director and Chief Executive Officer, Jason Yetton, and has responsibility for all of the company's financial and corporate reporting functions.

Her appointment comes as SocietyOne enters the next phase of its growth, having seen its loan origination volumes increase almost ten-fold over the last calendar year. SocietyOne ended 2015 with more than \$60 million worth of loan approvals and the first two months of this year have seen further expansion. At the same time, the company continues to deliver on its forecasts for returns to its funding investors.

Since joining SocietyOne at the end of January, Anna has been working on the company's growth prospects and development as part of the hand-over from Jerry, who has focused on special projects and his role as Company Secretary prior to finishing up at the end of June.

"Anna's decision to join SocietyOne is a huge coup for us and just underlines how far we have come and how we are viewed by the rest of corporate Australia as the company that is really shaking up the financial services industry," said Jason Yetton.

"Her appointment is also a testament to the faith and belief of our co-founders, Matt Symons and Greg Symons, in what has been built here and how we plan to grow in the coming years. I'm delighted that Anna is now part of a very talented management team¹ which will take SocietyOne to the next level of its expansion.

"On behalf of the board, management and staff I would also like to thank Jerry for his sterling and dedicated service to the company over the past four years.

"SocietyOne's success to date is, in part, a result of Jerry's huge effort and commitment and we have been fortunate having him guide us in the very first years of us as a start-up and now as one of Australia's best-known and successful fintech disruptors. We wish him well with the break he is planning and then with his future endeavours."

Anna Harper said: "The opportunity to join SocietyOne as chief financial officer was one I just couldn't resist.

¹ For more information on the management team please go to www.societyone.com.au/aboutus

“Having been part of a dynamic company in my last role, I jumped at the chance to be part of the team which is shaking up the banking sector and is making a real difference to the lives of our customers. My job is to ensure SocietyOne realises its full potential after all the work that has been made to make it the country’s leading marketplace lender.”

Jerry Yohananov said: “I want to thank everyone at SocietyOne and in particular Matt Symons and Greg Symons to have been given the opportunity to help take the company from its beginning as a small start-up in Australia’s emerging fintech sector to the great business it is today.

“And as a shareholder and member of the company’s advisory board, I will continue to have a keen and close interest in its future success.”

Anna Harper biography

Anna started her career in 2006 as a Senior Auditor with the accounting firm, Crowe Horwath, subsequently becoming a team leader before joining the Sydney office of JP Morgan Chase three years later as an Assistant Manager specialising in the large client group and overseeing complex client activities.

She expanded her knowledge of the financial services industry with Rabobank Australia before moving in 2011 as Group Financial Controller to Virtus Health, the market leading Assisted Reproductive Services provider in Australia, Ireland and Singapore, which listed on the ASX in June 2013.

Anna holds an Executive MBA from AGSM at the University of New South Wales and is a member of the Institute of Chartered Accountants Australia. She graduated from the University of Technology in Sydney where she holds a Bachelor of Business (Accounting & Finance) with Honours.

Originally from Russia, Anna is an Australian citizen, having moved here 15 years ago. Classically trained in piano and dance, her interests outside of work include travel, fitness and the arts, the latter of which involves frequent visits to the Sydney Opera House and the Australian Ballet. She lives in Sydney with her partner Michael Carey.

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