

MEDIA RELEASE

Revive Financial Launches New Website to Expand Access to Debt Support for Thousands of Australians

Brisbane, Australia – 6 May 2026

Revive Financial, Australia's leading debt management solutions provider, today announced the launch of its newly redesigned website - marking a significant milestone as financial pressure continues to rise across the country. As cost-of-living pressures intensify, more Australians are seeking support to manage their finances, with internal data from Revive Financial showing a 20% increase in enquiries between January and April 2026 compared to the same period last year. Against this backdrop, the new website has been designed to improve access to support and simplify the path to financial recovery.

As a critical gateway connecting tens of thousands of Australians each year with debt management support, the Revive Financial website has been reimagined to deliver a faster, more intuitive, and user-focused experience. The new platform simplifies navigation, improves accessibility, and ensures users can more easily find the support and services they need during financially challenging times.

"Our website is one of the most important touchpoints we have with the people we serve," said Craig Francis, Founder, Chairman and CEO of Revive Financial. "For many Australians, it's the moment they decide to take back control of their financial future. What we're seeing is that more people are reaching out earlier and with increasingly complex financial challenges, driven by ongoing cost-of-living pressures. This is consistent with broader national trends, with the National Debt Helpline receiving more than 65,000

enquiries in the first four months of 2026 - an increase of around 16% compared to the same period last year. This redesign reflects our commitment to removing barriers, simplifying the journey, and making it easier for individuals and families to access the help they need."

The updated website introduces a streamlined structure that guides users clearly through Revive Financial's services, reducing complexity and improving clarity at every stage. Enhanced functionality and modern design elements ensure a seamless experience across devices, meeting the expectations of today's digital-first users.

Key enhancements include:

- Faster, simpler pathways to access the right debt support
- A more intuitive experience across mobile and desktop devices
- Clearer guidance to help users take the first step with confidence

The launch reinforces Revive Financial's position as a trusted leader in the debt management space, continuing its focus on innovation, accessibility, and client-first service delivery.

"We understand that reaching out for financial help can feel overwhelming," Craig Francis added. "This new website is designed to make that first step as straightforward, supportive, and empowering as possible."

The website launch forms part of Revive Financial's broader investment in digital innovation to better support Australians at every stage of their financial journey.

About Revive Financial

Revive Financial is Australia's leading debt management solutions provider, helping tens of thousands of Australians each year navigate financial challenges and move toward a more secure financial future.

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