MEDIA RELEASE

Francom

A TRANSFORMATION IN LESS THAN 12 MONTHS: FRANCOM RANKS #2 OVERALL IN INDEPENDENT NATIONAL SURVEY OF DEBT COLLECTION HARDSHIP PRACTICES, AHEAD OF MAJOR BANKS

Sydney, Wednesday 29 July October 2026: One of Australia's largest debt collection agencies, Francom Group (Francom), has today been ranked second overall in *Financial Counselling Australia's 2026 Rank the Bank report*, and had the lowest poor performance metric amongst debt collection organisations. FCA's Rank the Bank is an annual independent survey in which financial counsellors rate the hardship practices of banks, lenders, and debt collectors based on direct experience working with customers in financial difficulty.[1]

The result places Francom ahead of a number of Australia's major banks and other financial services providers. The company recorded lower poor performance metrics than all other debt collection organisations, including the first-ranked organisation. The rankings are compiled entirely from the assessments of financial counsellors, independent professionals who work with people experiencing financial hardship every day and have an unfiltered view of how each organisation handles those situations.

Francom CEO Georgina Antoun said the result validated the core belief on which the company was built.

"We've always believed that you can collect debt ethically and still build a successful company. This ranking is independent, third-party proof. Being ranked by financial counsellors who see our work up close every single day means more than any metric we could measure ourselves. With this insight we can do better."

Francom operates a model that charges no interest or fees unless awarded by a court, does not pursue bankruptcy or liquidation or list credit defaults as a collection tool, and has declined client referrals where the requested approach did not meet the company's ethical standards. The company has been a vocal advocate for nationally consistent debt collection standards and for the inclusion of consumer advocates in industry policy conversations.

In April 2026, Francom announced its ambition to establish a Debt Recovery Code of Conduct to hold debt sellers, debt buyers and debt processors to the same standards.

Mrs Antoun said the result also reflected the broader conditions under which debt collection currently operates in Australia.

"If we want better outcomes for consumers, we need codes of practice, beyond minimal compliance, reflecting impact, responsibility and early intervention. We are operating in a cost-of-living environment where more Australians are experiencing genuine financial difficulty. This industry has a responsibility to respond to that with more sensitivity, not less. I hope this ranking starts a conversation, not about Francom, but about what the whole sector could look like if it put consumers at the centre of how it designs its practices and not as an afterthought."

The Rank the Bank report is produced annually by Financial Counselling Australia and is widely regarded as one of the most credible independent benchmarks of hardship practice in the Australian financial services sector.

ENDS

[1] Rank the Banks 2026 Report: Big Four lead the pack, but hardship support is still failing many Australians - Financial Counselling Australia

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Available for interview: Georgina Antoun, CEO, Francom Group

About Francom Group

Founded in 2019 by legal professionals, Francom Group is a family-owned credit, finance and legal solutions agency, offering a comprehensive suite of services, including franchising, legal, compliance, debt collection and finance. It operates in Australia and New Zealand.

Francom Group comprises Francom Legal, Francom Credit and Francom Finance. Francom Legal represents some of Australia's most well-known franchise brands, including AGL, Origin, Cheesecake Shop, and Soul Origin. Francom Credit is one of the largest debt collection agencies in the country after a major acquisition in 2024. Francom's debt recovery model spans across debt purchase, contingent collections and legal debt recovery. Francom operates on a no-interest, no-fees model and does not pursue bankruptcy or liquidation. Georgina Antoun is CEO and is the first and only female CEO operating in the Australian debt collection industry.

Francom Group employs more than 250 people and has a strong focus on its corporate social responsibility, which is underpinned by *Francommunity*, a program that aims to enhance awareness of the business's impact on economic, social, and environmental aspects of society.