



Monday 31 May 2010

Praemium Limited (ASX:PPS) is pleased to provide a copy of the following media release outlining changes to its core V-Wrap Service offering in Australia, namely the introduction of new functionality and the rebranding of complementary services.

**About Praemium:** Praemium Ltd (ASX:PPS) is one of Australia's leading suppliers of online financial portfolio administration, Separately Managed Account (SMA) and wrap technology, administering over AUD 40 billion\* of assets. Praemium currently provides services to over 500\* financial institutions and intermediaries, including some of Australia's largest financial institutions.

\*As at 31 March 2010

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## **Praemium revamps V-Wrap to handle simple and complex investment needs**

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ASX-listed portfolio administration provider, Praemium Ltd (PPS:ASX), has revamped its proprietary online portfolio administration platform - V-Wrap - to make it easier for financial advisers to address the needs of clients with both simple and complex investment needs with a single business process.

The revamp coincides with the rebranding of Praemium's p-Desktop, recognising that Praemium's market data services are now fully integrated components of its V-Wrap Service, to carry the well-known and respected V-Wrap name.

From next Monday, 7 June 2010, advisers will have a greater range of features within V-Wrap to suit their client's investment and administration needs with new and different levels of Portfolio Types available, priced between \$24 to \$340.

At the same time, there will be the additional ability to administer International Investments at portfolio level.

Praemium's Group CEO, Mr Arthur Naoumidis said the streamlined V-Wrap comes after actively surveying the adviser market regarding how best to provide services which both assist and support.

"Our findings recognised that advisers do have clients with simpler investment needs, who don't necessarily warrant the use of such aspects as V-Wrap's full Capital Gains Tax (CGT) and corporate action functionality," he said.

"With this in mind, we are now rolling out our latest development to encourage advisers to start utilising V-Wrap across the whole of their business, even for those with clients who may only have a small number of securities and don't necessarily need automated corporate actions processing, or CGT calculations and reporting", Mr Naoumidis said.

Praemium is also taking this opportunity to rebrand p-Desktop, its market data service (which can incorporate real time client reporting capability), by renaming it V-Wrap Adviser. Together with the more recently launched V-Wrap Investor, a version of the market data service which is ideal for use by mobile advisers or their investor clients, V-Wrap Adviser is now a fully integrated component of the V-Wrap System.

Mr Naoumidis said: "The uniform service branding reflects the evolution of V-Wrap Adviser and V-Wrap Investor into fully fledged components of the V-Wrap system, Praemium's flagship offering. Each is an access point into V-Wrap and each incorporates additional tools, features and functionality which are more applicable to the needs of individual advisers or their clients."

While maintaining strong focus on the Australian marketplace, Praemium also continues to make inroads with its expansion plans in the United Kingdom.

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