



UK firm selects Præmium's discretionary solution

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Præmium (ASX:PPS) is pleased to advise that UK firm, Succession Advisory Services Ltd, will use Præmium's *dps Select* to provide the discretionary platform as part of the investment matrix it offers to its member firms.

Succession is an independent, well-capitalised consultancy driven by regulatory change due to take place in the UK in 2012. It specialises in helping IFA businesses prepare for the forthcoming new regulation and realise their maximum capital value by transitioning businesses to a best practice model based on client value. Succession brings together a process-driven investment matrix, and an innovative transition model, to create a consolidated wealth management business with over £7bn funds under management.

Præmium's *dps* platform enables Advisers to concentrate efforts on planning rather than fund selection. In the past month, Succession has signed a number of IFA firms who together have committed more than £1bn to the matrix.

More information about Succession can be found at its website:

www.successionadvisoryservices.com

About Præmium: Præmium Ltd (ASX:PPS) is one of Australia's leading suppliers of online financial portfolio administration and Separately Managed Account (SMA) technology, administering over AUD 31.6 billion* of assets. Præmium currently provides services to over 490* financial institutions and intermediaries, including some of Australia's largest financial institutions.

*As at 30 June 2009

About Succession: Succession Advisory Services Limited is a wealth management business, providing distinctive fund management, financial services consolidation and capital creation for professional IFA firms in the UK.

Launched on 1 May 2009, with offices in Devon and London, Succession is seeking to engage with IFA firms willing to respond positively to the changing regulatory and competitive landscapes while co-ordinating a planned and structured exit from the market.

With a formidable reputation for creating and realising shareholder value within the financial services industry, Succession was established by Simon Chamberlain, founder and former CEO of Thinc (now Bluefin), with partners Tim Parsons (former Thinc Director), Andrew Smith (founder and former CEO of Hambro Fraser Smith) and Paul Morrish (ex Barclays Director). The business has a solid capital base including financial backing from Committed Capital, an Australian-based private equity investment and management consultant.