



Australian Financial Services to deploy Powerwrap's Præmium solution

8 October 2009

Praemium Limited (ASX:PPS) is pleased to announce Australian Financial Services (AFS), has approved the Powerwrap platform which is driven by Praemium's proprietary technology

A copy of Powerwrap's press release is attached for the information of the market.

About Praemium: 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



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Media Release - 8 October 2009

Australian Financial Services becomes first national dealer group to sign with Powerwrap

Investment administration provider Powerwrap Limited today announced a new milestone with the signing of leading national dealer group, Australian Financial Services (AFS).

AFS, with FUA of \$5,500m, 222 advisers and sustained continual growth, is the first national dealer group to approve the Powerwrap platform and it marks the second agreement for Powerwrap in a fortnight.

The Powerwrap model, built on Praemium Limited's proprietary V-Wrap and SMA technologies, is an industry solution for financial planning practices to achieve business efficiencies by using modern investment administration and tax management functions not available from traditional legacy platform providers.

In the current market, in view of legislative changes challenging the advice industry, advisers will need an efficient business model and better offer for their clients.

AFS ranks among the Top 20 dealer groups in Australia according to Morningstar Media.

Powerwrap CEO, Mr Andrew Varlamos, said: "We are very excited about having a quality, forward thinking dealer group like AFS on board"

"AFS has been a stand-out dealer group in Australia for some time, leading the way in practice development and innovation with initiatives such as their Boards of Advice for practice management and their support of managed accounts.

"They have the third highest number of CFP's in the top 20 dealer groups and in that category they are the only dealer group 100% owned by its advisers," Mr Varlamos said.

Group CEO of Praemium, Mr Arthur Naoumidis, said the Powerwrap agreement with AFS had wide implications for the advisory marketplace.

"AFS's decision to approve Powerwrap vindicates our belief that technology-led product development will dominate the market going forward.

"AFS will clearly become the dealer group of choice for those financial planners wishing to future proof their business", he said.

AFS CEO and Managing Director, Mr Peter Daly, said signing with Powerwrap reflected his group's belief in seeking the best so as to benefit clients.



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“AFS Group is committed to building its marketplace reputation and success by supporting its practices with innovative products, adapting and managing change, building flexible and robust business models, streamline internal processes and providing the highest standards of client service and support”, Mr Daly said.

About Powerwrap

Powerwrap Limited is a privately owned and non-aligned provider of investment administration technology to financial planning practices and dealer groups.

Powerwrap operates a technology partnership with Praemium Limited that offers the group access to market leading investment administration and tax management technology supporting both managed investments, direct securities and separately managed accounts.

About Australian Financial Services

AFS is a non aligned Dealer Group which is 100% adviser owned and driven.

Established 13 years, AFS is committed to practice profitability and has experienced outstanding growth and success despite the Global Financial Crises, continuing to represent a market maverick for Dealer Group results.

AFS offers an open architecture with an extensive APL and choice of software, plus practical and commercial compliance conducted in partnership with practices.

Key to practice success however is the tailored practice management program and personal support provided.

Media enquiries

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