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Media Release



## **Praemium launches V-Wrap Mobile to better service financial planners**

Access to portfolio information and market data services for financial planners and their clients will be more readily available via their mobile phones<sup>1</sup> with the launch today of Praemium's V-Wrap Mobile technology.

ASX-listed portfolio administration provider, Praemium Ltd (PPS:ASX), has taken this step to further revamp its proprietary online portfolio administration platform - V-Wrap - after researching how advisers and investors could be better served.

The result is the introduction of V-Wrap Mobile, making it easier for existing V-Wrap users, including their clients, to access services via their hand-held mobile phones. There is no charge for using V-Wrap Mobile with 20 minute delayed data<sup>2</sup>.

Praemium Group CEO, Mr Arthur Naoumidis, said "We are very excited with this latest initiative because it seems that just about everything - from finding nearby restaurants, checking the street directory and even the weather forecast - can be done via a mobile phone, so why not portfolio and market data details", he said.

"V-Wrap Mobile will make it so much easier for both advisers and their clients to access portfolio summary and market data services. Authorised users will also be able to place orders for equities directly to market using their mobile phone.

"This latest development is a fully integrated component of Praemium's V-Wrap system, reflecting the evolution of our services and ensuring the latest technology is available to better serve the needs of our clients and their individual investors." Mr Naoumidis said.

In addition to the original V-Wrap system which is available online and used by approximately 500 Australian financial institutions and intermediaries, Praemium already offers two other access points to its proprietary portfolio administration system: V-Wrap Adviser and V-Wrap Investor, each incorporating additional tools, features and functionality which are more applicable to the particular needs of individual advisers or their clients. V-Wrap Mobile is expected to be a welcome addition, providing trusted V-Wrap portfolio and market data information to advisers and their clients on the move.

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<sup>1</sup> Requires a mobile device which is capable of accessing the internet.

<sup>2</sup> Telephone carriers may impose charges for internet access and data downloads.

**About Praemium:** Praemium Ltd (ASX:PPS) is one of Australia's leading suppliers of online financial portfolio administration and Separately Managed Account (SMA) technology, administering over AUD 46billion\* of assets in Australia and with more than £244million\* in funds on the platforms it operates in the UK. Praemium currently provides services to approximately 500\* financial institutions and intermediaries, including some of the world's largest financial institutions.

\*As at 31 March 2011