



Praemium SMA platform FUM exceeds \$500million

7 April 2010

Praemium Ltd (PPS:ASX) is pleased to provide a copy of the press release prepared by BlackRock Investment Managers Limited advising that funds under management held in the managed investment fund operated with Praemium's proprietary SMA platform in Australia now exceed \$500million.

For further information please contact Mr Arthur Naoumidis (Group CEO) on (03) 8622 1233

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 38.9 billion* of assets. Præmium currently provides services to around 500* financial institutions and intermediaries, including some of Australia's largest financial institutions.

*As at 31 December 2009

BLACKROCK

Media Release

Wednesday, 7 April 2010

BlackRock's Customised Portfolio Service (SMA) Celebrates \$AUS500 Million Milestone

MELBOURNE: BlackRock's Customised Portfolio Service continues its position as the leading Separately Managed Account (SMA) service in the Australian investment market having recently reached \$AUS500 million in FUA. Since its launch, investors have recognised the benefits of direct equity investing via SMAs, but also the value of being invested with the BlackRock Customised Portfolio Service.

Scott Phillips, BlackRock's Director and Head of Retail believes that "investors see and understand the advantages of being able to retain beneficial ownership of their shares and enjoy tax advantages compared to managed funds." BlackRock's Customised Portfolio Service, has reached this milestone with over 4,500 accounts in less than 5 years.

According to Phillips, "the strength in inflows can be attributed to the strong support of the product from the market, despite the effects of the global financial crisis over the last 2 years. Growth has primarily been driven by adviser and investor demand for a **low-cost portfolio solution** that is **simple, transparent and flexible**; and these are certainly the key strengths of the BlackRock Customised Portfolio Service."

"With the continued growth of the Service, BlackRock is committed to re-investing back into the business to develop new, market-leading functionality for our clients."

Phillips also announced the internal promotion of James Langlands to Co-Head of BlackRock's Customised Portfolio Service responsible for distribution. He will lead the Service alongside Rob Dixon.

The BlackRock Customised Portfolio Service currently has 84 investment models available across 34 separate product disclosure statements, including those issued under branding agreements with some of Australia's leading financial planning dealer groups.

For further information
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About BlackRock

BlackRock is a leader in investment management, risk management and advisory services for institutional and retail clients worldwide. At December 31, 2009, BlackRock's AUM was \$3.346 trillion. BlackRock offers products that span the risk spectrum to meet clients' needs, including active, enhanced and index strategies across markets and asset classes. Products are offered in a variety of structures including separate accounts, mutual funds, *iShares*® (exchange traded funds), and other pooled investment vehicles. BlackRock also

offers risk management, advisory and enterprise investment system services to a broad base of institutional investors through *BlackRock Solutions*®. Headquartered in New York City, as of December 31, 2009, the firm has approximately 8,500 full-time employees in 24 countries and a major presence in key global markets, including North and South America, Europe, Asia, Australia and the Middle East and Africa. For additional information, please visit the Company's website at www.blackrock.com.

The document contains general information only. A Product Disclosure Statement (PDS) for the BlackRock Customised Portfolio Service is available by contacting BlackRock. Consideration should be given to the PDS in deciding whether to acquire or to continue to hold the product.

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