

## Quarterly Update – Beta trial of WealthCraft in Australia

**26 April 2013, Melbourne:**

Praemium (ASX: PPS) is pleased to advise that following its acquisition of Wealthcraft (based in Hong Kong) in September 2012, beta trials for the WealthCraft customer relationship management (CRM) product have been underway in Australia since March 2013. Four existing Praemium customers are taking part and results of the trial have been positive.

WealthCraft's CRM offers a cost-effective, scalable solution that will comply with the coming Future of Financial Advice (FoFA) reforms. Because the technology is cloud based, Microsoft Office 365-compatible and easy to customise it is an ideal solution for practice management, client communications and campaign management.

CEO Michael Ohanessian commented, "We are very encouraged by the response we have received from the initial beta trials. WealthCraft fully integrates with our portfolio administration technology V-Wrap and the Customised Portfolio Service SMA platform so it will be easy for our existing customer base to adopt, and we believe will make our value proposition more attractive to the wider market. We look forward to a successful launch."

### Appendix 4C

The Company has also released its quarterly cash report today. Operating cash outflow was \$560,000 for the quarter as the Company continues to invest in its product offering and sales resources to pursue long-term revenue growth. Year to date operating cash outflow is \$386,000.

The Group's cash balance as at 31 March 2013 was \$7.19 million, and at the time of this report \$7.68 million.

### Key Statistics

Service	Region	Key Performance Indicator	Mar 2013	Dec 2012	QoQ %
Portfolio Admin Services	Australia	# V-Wrap Portfolios	44,054	43,997	0%
Separately Managed Account	Australia	FOP	A\$0.81bn	A\$0.70bn	16%
Separately Managed Account	UK	FOP	£0.44bn	£0.43bn	3%

FOP: Funds on Platform



**About Praemium:** Praemium Ltd (ASX: PPS) is one of Australia's leading suppliers of online financial portfolio administration technology, administering in excess of AUD47 billion-FUA\*. Praemium also provides and operates Separately Managed Account (SMA) technology platforms, with more than \$0.8 billion in funds in Australia and more than £0.4 billion in the UK. Praemium currently provides services to approximately 600 financial institutions and intermediaries, including some of the world's largest financial institutions.

\*As at 31 March 2013

For further information contact:

Mr Paul Gutteridge, Company Secretary +613 8622 1222