



## Praemium's SMA platform reaches \$1 billion

**16 September 2013, Melbourne:**

Praemium is pleased to announce that it has now surpassed \$1 billion in funds on platform in its first year as Responsible Entity in Australia, having acquired the BlackRock SMA<sup>1</sup> scheme in December 2012. Fund levels have increased by 65% over the past year and the platform currently has over 5,000 accounts across 100 model portfolios delivered by over 20 fund managers.

Commenting on the SMA platform, Praemium's CEO Michael Ohanessian said, "In Australia we have developed a very solid, market-leading portfolio administration business. This software-as-a-service business continues to be a key focus for Praemium; however, the move into platform administration on our own SMA technology was a logical next step. I am delighted with the progress we have made and the strong growth we are experiencing. One billion dollars is a pleasing milestone in our journey."

Commenting on future opportunities for the SMA, Mr Ohanessian added, "We are seeing growing interest in our SMA solution from small advice firms through to Australia's largest financial institutions. Our market leadership, scale and reputation for excellence is driving demand as advisers look for a more transparent, efficient and scalable solution for equities-based portfolios."

"In the post-FoFA<sup>2</sup> world, picking funds on a traditional wrap platform won't be enough. SMA's time has come and we are very well placed."

<sup>1</sup> Separately Managed Account (SMA)

<sup>2</sup> Future of Financial Advice (FOFA)

**About Praemium:** Praemium Ltd (ASX: PPS) is one of Australia's leading suppliers of online financial portfolio administration and customer relationship management technology, administering in excess of AUD47 billion-FUA\*. Praemium also provides and operates Separately Managed Account (SMA) technology platforms, with more than \$1 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 August 2013

For further information contact:

Mr Michael Ohanessian, Managing Director +613 8622 1222