17 November 2010

Praemium delivers SMARTwrap Super

Praemium Limited (PPS:ASX) is pleased to advise that it has added a personal superannuation and pension offering to its new, innovative wrap solution – Praemium SMARTwrap.

Designed to support commission based advisers as they transition to fee-for-service while keeping the cost of investing to a minimum for their clients, SMARTwrap Super follows a similar low pricing structure to SMARTwrap Investments.

With a factory gate price of 50 bps and a PDS price of 100 bps, providing for a 50 bps rebate, SMARTwrap Super offers access to over 700 wholesale managed funds, direct equities, a range of other investment types and facilitates a one-stop shop solution for consolidated reporting purposes when combined with SMARTwrap Investments and Praemium's V-Wrap.

Commenting on the exciting launch of SMARTwrap Super, Praemium Group CEO, Mr Arthur Naoumidis, said: "As soon as we launched SMARTwrap Investments in late August this year, we have been inundated with requests for a super and pension offering.

"We are very excited with the launch of SMARTwrap Super. Once again we are delivering a modern solution for advisers underpinned by our proprietary technology, and one that transcends traditional wrap and legacy platforms."

SMARTwrap Super is rich in functionality such as online trading for both managed funds and direct equities, 24/7 access to member account information and statements, and facilitates application forms to be completed online to streamline administrative requirements.

"Not many other full service wrap platforms currently on market offer this richness of service offerings. In addition to remaining the only truly independent Wrap platform in Australia, Praemium is committed to continually innovate and become one of the market leaders in this space.

"We have had over 50 firms signed or been issued with contracts to Praemium SMARTwrap over the past 8 weeks which is not a bad result for the first new wrap platform in Australia for quite a while. This clearly proves wrong those sceptics who previously said the industry doesn't need another wrap platform, or there couldn't be a worse time to launch a new wrap platform", said Mr Naoumidis.

In the coming months Praemium will also complete the Praemium SMARTwrap trilogy with the release of SMARTwrap SMSF, adding to SMARTwrap Investments and SMARTwrap Super.

About Praemium

Praemium Ltd (ASX:PPS) is one of Australia's leading suppliers of online financial portfolio administration, Separately Managed Account (SMA) and wrap platform technology, administering AUD 42.4billion* of assets in Australia and with more than £155million in funds on the platforms it operates in the UK. Praemium currently provides services to more than 500* financial institutions and intermediaries, including some of the world's largest financial institutions.

*As at 30 September 2010

Disclaimer

SMARTwrap Super is a financial product issued by The Trust Company (Superannuation) Limited, ABN 49 006 421 638, the Trustee of the Powerwrap Master Plan, ABN 82 890 650 204. The SMARTwrap Scheme is a registered Managed Investment Scheme ('MIS') under the Corporations Act 2001 (Cth) (ARSN 137 053 073) issued by Powerwrap Limited ABN 67 129 756 850, AFSL 329829. Both financial products are subject to investment risk, including possible delays in repayment and loss of income and principal invested. Neither Praemium Limited nor any of its respective directors, officers, employees, associates or its subsidiaries guarantee or give any assurance in regard to the capital value, income return or performance of any investment offered in any PDS.

Any general advice in this press release has been prepared without taking into account your objectives, financial situation or needs. Before acting on the advice, consider its appropriateness and the SMARTwrap Super product disclosure statement and the SMARTwrap Scheme product disclosure statement (each a PDS). The PDS is relevant when deciding whether to acquire or hold these financial products.