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# Praemium boosts SMARTwrap with Macquarie CMA

ASX-listed online financial portfolio administration provider, Praemium Limited (PPS:ASX), has boosted its innovative personal investment wrap solution with the addition of the Macquarie Cash Management Account (Macquarie CMA).

The move is designed to assist financial advisers to benefit from the efficient operation of Praemium's recently launched SMARTwrap Investments.

SMARTwrap Investments' list of cash account providers has been largely driven by demand from existing clients and key prospects, many of whom have expressed strong preference for the Macquarie CMA.

Since introducing Australia's first cash management trust more than 30 years ago, Macquarie has been a leader in cash management solutions. The Macquarie CMA offers an impressive range of benefits, providing the functionality of a cash hub with a competitive rate to advisers and their clients. Today, the Macquarie CMA is used by one in four self managed super funds in Australia.

Praemium Group CEO, Mr Arthur Naoumidis, said the latest expansion to SMARTwrap Investments followed numerous requests from the financial planning industry.

"It was always our intention to expand the cash product suites in SMARTwrap for advisers and their clients and we believe that adding a robust cash management system with a proven track record such as Macquarie CMA will only strengthen SMARTwrap's positioning in the market place," he said.

Praemium is committed to continually innovate and become one of the market leaders in this sector.

"Once again we are delivering a modern solution for advisers, underpinned by our proprietary technology which transcends traditional wrap and legacy platforms, " Mr Naoumidis said.

The Praemium SMARTwrap Scheme is a financial product issued by Powerwrap Limited ABN 67 129 756 850/AFS Licence 329829. It is not a deposit with or other liability of Praemium Limited (Præmium) or any other company in the Praemium group of companies. It is subject to investment risk, including possible delays in repayment and loss of income and principal invested. Neither Praemium 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 the Præmium SMARTwrap Scheme.

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## 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

The Macquarie CMA is a bank deposit offered by Macquarie Bank Limited ABN 46 008 583 542, AFSL 237 502.