



Praemium SMSF Initiative

7 April 2011

Praemium Limited (ASX:PPS) plans to send a link to the attached press release to all shareholders who have registered to receive email communications.

The press release provides information about Praemium's self managed superannuation fund (SMSF) strategy and the launch of SMARTfund SMSF which will incorporate the benefits of both Praemium's proprietary technology and offer a choice of administration providers – including Cavendish Superannuation Pty Ltd (Cavendish) and Super Concepts Pty Ltd (Super Concepts) – with the administration costs of the SMSF within the fee structure.

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 AUD 44.4billion* of assets in Australia and with more than £207million in funds on the platforms it operates in the UK . Præmium currently provides services to more than 500* financial institutions and intermediaries, including some of the world's largest financial institutions.

*As at 31 December 2010

Media Release

Thursday 7 April 2011



PRAEMIUM TAKES NEW INITIATIVE IN ADMINISTRATION FOR SMSFs

ASX-listed online portfolio administrator, Praemium Limited (ASX:PPS), has announced the launch of its innovative SMARTwrap offering for Self-Managed Superannuation Funds (SMSF) with the appointment of two leading administration providers.

Heads of Agreement have been signed with Cavendish Superannuation Pty Ltd (Cavendish) and Super Concepts Pty Ltd (Super Concepts) to deliver the SMARTwrap SMSF offering.

Praemium SMARTwrap SMSF is a comprehensive SMSF solution which will incorporate the administration costs of the SMSF within the fee structure.

Under the agreement, specialist SMSF administration providers, Cavendish and Super Concepts will be the default administration providers within the platform.

With all processing performed in Australia, Cavendish is one of the SMSF industry's leading administration providers with over \$4.5 billion funds under administration.

Similarly, Super Concepts is well-respected in providing SMSF services, currently managing more than 4200 SMSFs with over \$4 billion in funds under administration.

Praemium Group CEO, Mr Arthur Naoumidis, said today that Praemium's latest initiative completes the final trilogy in its SMARTwrap offerings.

"The SMSF sector is clearly one of the fastest, if not the fastest growing sector, in the investment landscape," he said.

"Because we believe more financial advisers will need to become involved in this sector or get left behind in client services, Praemium as a result has developed its SMARTwrap SMSF to ensure they are able to meet client requirements and expectations."

Mr Naoumidis said Praemium wanted to deliver a bundled service where the SMSF can sit on its SMARTwrap platform without advisers facing the hassle of administering the fund or even paying administration costs.

"Now, advisers will be able to choose from our two default administrators or if they wish, use their own preferred accountant.

"For those advisers seeking administration providers other than SMARTwrap SMSF's default administrators, we would be happy to recommend them expertise in this area from V-Wrap's existing client base.

"After all, V-Wrap is already the platform of choice for over 17,000 SMSFs," Mr Naoumidis said.

Managing Director of Cavendish Superannuation, Mr Andrew Hamilton, welcomed the opportunity to further link with Praemium in providing services through SMARTwrap SMSF.

"We are excited to be part of this new initiative, following a long-established relationship with Praemium," he said.

Managing Director of Super Concepts, Mr Craig Jameson, said Super Concepts was looking forward to support the Praemium SMARTwrap SMSF.

"We believe this service is an ideal way for financial planners to manage their clients self managed super funds needs," he said.

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 44.4billion* of assets in Australia and with more than £207million 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.

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About Cavendish Superannuation

Cavendish Superannuation Pty Ltd is an independent Australian company providing specialist Self Managed Superannuation Fund services to individuals, investment advisers, financial planners, stock brokers and accountants. With all processing performed in Australia, we are the industry's leading provider with over \$4.5 billion funds under administration. We deliver our services through a variety of channels - direct to fund trustees, via financial advisers and accountants, or as a back-office providing fully-badged compliance administration outsourcing to external institutions.

About Super Concepts

Super Concepts has been operating in the SMSF segment of the superannuation industry since 1985, and currently provides accounting and compliance services to over 4,200 SMSF clients with funds under administration in excess of \$4 billion. The Super Concepts brand is highly respected in the SMSF segment of the superannuation industry. Many of Australia's leading financial planning and accounting groups are represented in our client base and rely on support from our accountants and technical experts.