29 June 2011

Pricing changes to Praemium's V-Wrap services

Praemium Limited (ASX:PPS) today announces that it will increase the pricing for its portfolio administration services with effect from 1st September 2011.

The price of a full CGT V-Wrap portfolio will increase from $240 (plus GST) to $300 (plus GST) per portfolio per annum, which means the standard minimum annual V-Wrap subscription charge will increase from $ 6,000 (plus GST) to $7,500 (plus GST).

Commenting on the decision to increase its pricing, Praemium's Group CEO, Mr Arthur Naoumidis, said: "Since we launched V-Wrap in 2002, we, like most organisations in Australia have also been subjected to cost increases. We will always strive to keep our operational cost structure as low as possible, however, the need to maintain a high standard of service also means that we have to retain diversified and specialist staff, upkeep our exemplary security profile and provide superior market data information. Naturally, these efforts come at a cost."

"It's worth noting that this is only the second time since launching V-Wrap almost nine years ago that we have increased our pricing. Yet during that time we have significantly increased its features and capabilities to provide better value to our clients and investors."

Price increases, together with other corporate measures, will generate substantial improvements to EBIT for its Australian operation in the new financial year.

Praemium remains committed to being a market leader in portfolio administration services and to delivering the highest level of service across its V-Wrap suite of offerings.

About Praemium: Praemium Ltd (ASX:PPS) is one of Australia's leading suppliers of online financial portfolio administration and Separately Managed Account (SMA) technology, administering in excess of AUD 46billion* of assets in Australia and with more than £244million* in funds on the platforms it operates in the UK. Praemium currently provides services to approximately 500* financial institutions and intermediaries, including some of the world's largest financial institutions.

*As at 31 March 2011