Media Release

HUB24's inaugural year of success continues with the addition of seven new dealer groups and three SMA managers

Monday, 14 November, 2011. Investorfirst Ltd (ASX: '**INQ**', '**Investorfirst**', the '**Company**') Chief Executive Officer Darren Pettiona today announced that HUB24, the Company's investment and superannuation platform business, continues its strong momentum with the addition of a further seven dealer groups and stockbroking providers.

Mr. Pettiona welcomed the following well-respected industry participants to a growing client list who have selected HUB24's investment platform for their advisers and brokers:

- Ord Minnett Ltd
- Paradigm
- Financial Force
- Avestra
- Bristol Street
- Gleneagles Securities
- Global Prime

With the addition of SMA (separately managed accounts) managers Ausbil Dexia Ltd, Pengana Capital and Parker Asset Management, the HUB24 platform now offers 31 portfolio managers with 67 SMA funds – the largest menu of SMA funds offered on any platform in Australia. This is in addition to more than 600 wholesale managed funds, 500 listed securities and 35 exchange traded funds on the platform.

Mr. Pettiona said, "With the imminent enactment of the Future of Financial Advice (FoFA) reforms, an increasing number of dealer groups are seeking ways to participate in the manufacturing process that cannot be achieved with their current platform provider. This is being reflected in the rapidly escalating number of enquiries we're receiving and a growing base of new HUB24 clients."

"HUB24's ability to offer access to a wide range of financial and investment products, in particular SMAs and fixed income instruments, provides a unique framework for financial advisers seeking to address a client's portfolio management needs," Mr. Pettiona added.

Mr. Pettiona also confirmed that with the release of retail superannuation and insurance options targeted for later this year, HUB24 will be a solution capable of competing with existing platforms at all levels. This is in addition to a comprehensive SMSF administration service that is integrated into the HUB24 Investment Service.

In September 2011, Investorfirst acquired MarketsPlus Holdings Ltd (MarketsPlus), an initiative that advances Investorfirst's position as a leading non-institutional integrated financial services provider across investment platforms and stock broking.

The MarketsPlus equities trading platform has rounded out the Investorfirst offer which includes the HUB24 investment and superannuation platform incorporating SMAs, managed funds, equities, exchange traded funds (ETFs), fixed interest and cash.

Mr. Pettiona concluded, "The recent acquisition of MarketsPlus's leading online trading platform, with its strong mobile device functionality, will enable a fully integrated equities workbench within the HUB24 platform by the first quarter of 2012."

"As a result, HUB24 will have the most comprehensive adviser platform in the market with features and tools unlikely to be replicated in many of the traditional platforms provided by our competitors."

ENDS

Issued by HUB24 Pty Ltd, a wholly owned subsidiary of Investorfirst Limited (ASX: INQ).

Investorfirst Ltd

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