Media Release

HUB24 caps a busy year with two more dealer group wins

Wednesday 14th December 2011. Investorfirst Ltd (ASX: INQ) Chief Executive Officer Darren Pettiona today announced that HUB24, the company's investment and superannuation platform business, has rounded out a busy year with two more dealer group partners.

Pettiona welcomed Elston Partners and Beresfords Financial Planning Pty Ltd to a growing client list who have selected HUB24's investment platform for their advisers and brokers.

Pettiona said, "With the continued release of draft legislation for the Future of Financial Advice (FoFA) reforms, an increasing number of dealer groups are now reviewing their business models with a view to implementation throughout 2012. This is being reflected in the rapidly escalating number of enquiries we're receiving and a growing base of new HUB24 clients."

In addition, it meets growing dealer group demand to move up the "value chain" and become an investment product manufacturer by creating dealer group SMAs and portfolio blends.

HUB24 will help planners position their businesses to meet FoFA requirements, particularly in relation to fee transparency and removal of potential conflicts.

Throughout this year, HUB24 has been growing both in terms of dealer group wins and the addition of portfolio managers to its broad and rapidly growing menu of non-unitised portfolios.

Pettiona added, "We're looking forward to 2012 as a year of consolidation and further growth. Our aim is to help advisers re-engineer their businesses to become both an advisory and a product manufacturer."

About HUB24

HUB24 offers a flexible transaction and reporting solution to suit all types of investors across a range of tax structures and offers access to a very broad range of investments and features. The platform is administered on proprietary software that has been purpose built by an in-house development team with a very strong track record of delivering market leading software solutions in the financial services industry. It is designed to maximise administration flexibility and efficiency. 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 800 wholesale managed funds, 500 listed securities and 49 exchange traded funds on the platform.

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

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