

MARKET RELEASE

ClearView expands into the IFA market

SYDNEY, 2 April 2012: ClearView Wealth Limited (ClearView, ASX: CVW) updates the market on its expansion into the independent financial adviser (IFA) market, specifically on:

- recruiting experienced and successful advisers to ClearView's dealer group; and
- establishing distribution agreements with independent advisers' dealer groups.

These two growth initiatives are part of ClearView's distribution strategy and play a critical role in expanding into the \$5.6 billion life advice market¹. Updates on each of these are as follows:

ClearView's recruitment of experienced and successful advisers: Three IFA practices have recently joined the ClearView dealer group – TSG Financial Solutions, East Coast Consultants and Knightcorp. These three IFA practices increase the number of advisers in the ClearView dealer group from 57 as at 31 December 2011 to 66 as at today. They also broaden the Group's distribution footprint across Australia with TSG based out of Queensland, East Coast Consultants based out of New South Wales and Knightcorp based out of Western Australia.

Establishing distribution agreements with independent advisers: ClearView's recently launched life advice product suite, LifeSolutions, has been added to seven more dealer group Approved Product Lists (APLs). This significantly increases the Group's access to independent advisers across Australia. ClearView's LifeSolutions products now sit on 13 APLs giving access to approximately 2,000 advisers.

Simon Swanson, Managing Director at ClearView, said "We are pleased with the progress year to date regarding the execution of our distribution strategy outlined in our 1H FY12 results. A key part of this strategy is based on two adviser channels – advisers who are part of the ClearView dealer group and independent advisers. We believe that our progress is testament to ClearView's new market leading product lines – LifeSolutions and WealthSolutions – and the relationship driven service we offer."

Commenting on joining the ClearView dealer group, Gerard Sherlock, Principal at TSG Financial Solutions, said "TSG is excited about working with a dealer group closely aligned with our philosophy of always striving to enhance client outcomes. ClearView offers an experienced and service oriented team coupled with market leading life insurance products and services. We look forward to collaborating with ClearView to expand both our businesses."

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About ClearView Wealth Limited

ClearView Wealth Limited is an Australian financial services company with businesses that specialise in life insurance, wealth management and financial planning solutions. www.clearview.com.au

¹ Based on annual in force premiums sourced from Plan for Life research and ClearView estimates