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Media Release

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Lachlan Partners Selects HUB24 Platform as its Preferred Investment Platform

Thursday, 19 April, 2012. Investorfirst Ltd (ASX: INQ, '**Investorfirst**', the '**Company**'), is pleased to inform the market that the HUB24 investment platform has been selected by Lachlan Partners as its preferred investment platform. Lachlan Partners has over 100 staff across its offices in Melbourne, Sydney and Brisbane, comprising 15 advisors, and administers in excess of $700 million in investor funds.

INQ's Head of HUB24 and Advisory Group Relationships Mr Darren Pettiona said, "The agreement with Lachlan Partners represents another significant milestone in the development and commercialisation of the HUB24 platform. This contract is particularly noteworthy for the parties, as it is structured along a partnership model, with clear milestones set for each party and a particularly exciting initiative being the ability for Lachlan Partners to take more responsibility in product manufacturing for its clients."

Lachlan Partners' Managing Director and Founder, Mr Philip Pezzi, commented, "We are pleased to be partnering with HUB24, whose expertise and superior technology investment platform solution provides us with a scalable and efficient manufacturing capability, meeting all the fiduciary requirements under the new FOFA legislation."

Lachlan Partners is one of Australia's most trusted and reputable private advisory firms and its range of business and financial advisory services has been created with pure financial synergy in mind (wealth management, accounting, business advisory, property and risk). This enables Lachlan Partners to look at the bigger picture of client overall needs and provide one powerful integrated solution. The selection of HUB24 as the preferred investment platform will further support this approach.

Lachlan Partners has a strong reputation in the wealth management industry with significant independent ownership by its principals, in addition to 19% ownership by the Macquarie Group. The continued strong organic growth coming from this business represents a quality pipeline of growth for the HUB24 business.

Mr David Spessot, INQ's CEO – Designate, went on to say, "Our ongoing successes are a clear reflection of our acknowledged capability and experience in the investment platform space. We are very pleased with the momentum we are now seeing in the HUB24 business after a period of significant investment in advancement of the product suite."

The agreement with Lachlan Partners represents the 20th agreement executed since the 'go live' of the IDPS operating structure in June 2011 and brings the total number of Dealers contracted to the HUB24 platform to 31, represented by in excess of $25 billion in available FUA.

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Issued by Investorfirst Limited (ASX: INQ).

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