



Media Release

HUB24 Platform adds Perpetual SMA

Thursday June 27, 2013. Investorfirst Ltd (ASX: INQ) Acting Chief Executive Jason Entwistle has announced the addition of Perpetual Investments as the latest professional investment manager to join the ranks of Separately Managed Account (SMA) managers on the HUB24 platform.

Perpetual Investments Direct Equity Alpha Portfolio is now available to all financial advisers that access the HUB24 platform.

Commenting on the announcement, Mr Entwistle said the addition of the Perpetual Investments SMA brings to over 150 the total number of SMA/Managed Portfolios on the HUB24 investment and superannuation platform managed by 45 investment managers, asset consultants and dealer groups. This represents the largest menu of Managed Portfolios available on any platform in Australia.

This is in addition to the more than 800 wholesale managed funds, 1,000 listed securities, and multiple term deposit and insurance options, including the recently added AIA retail life insurance products.

"HUB24's market leading SMA/Managed Portfolio functionality, provides financial advisers with a unique product alternative, offering significant cost and tax efficiencies over traditional managed fund solutions," said Mr Entwistle.

"It also provides asset consultants and fund managers such as Perpetual with a new channel to distribute their services, while allowing them to manage the protection of intellectual property."

HUB24 was established by a team with a long heritage of technology innovation within financial services, and represents state of the art platform development. The solution offers a comprehensive range of investment options across superannuation and investment, superior transaction and reporting, and is suitable for all types of investors – individuals, companies, trusts, associations or self-managed super funds.

Mr Entwistle, added, "We are delighted that a fund manager of the calibre of Perpetual Investments has selected HUB24 to host their SMA. This underscores our great result in the recent Investment Trends platform report, ranking us in the top tier of platforms, and foremost for innovation."

"To ensure HUB24 maintains its marketplace advantage and position, we plan to roll out several new enhancements and initiatives over the remainder of 2013."

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**Investorfirst Ltd**

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