

Praemium and Infocus extend partnership

13 November 2015, Melbourne: Praemium (ASX: PPS) and Infocus Wealth Management are pleased to announce that they will integrate Infocus's Platformplus financial planning system with the Praemium SMA platform to create a seamless end-to-end advice and investment solution.

Infocus recently launched the Infocus Managed Accounts solution on the Praemium SMA platform. That offering is receiving strong support from advisers in both the Infocus and PATRON adviser networks. Praemium and Infocus are now strengthening their partnership by enabling Infocus and PATRON advisers to generate application forms and invest clients into the Infocus Managed Accounts product from within their financial planning software.

Infocus Managing Director Rod Bristow said that the outcome will be a uniquely efficient process for advisers and their clients. "The Australian financial planning software sector has been dominated by a small number of players. As a result innovation has been slow, which is why we built our own software. Integrating Platformplus with the Infocus Managed Accounts platform is a logical next step for Infocus, as it will enable straight through processing, from Fact Find all the way through to opening and investing in the client's managed account portfolio. I am proud to say this is an industry first", Mr Bristow said.

Praemium CEO Michael Ohanessian commented, "We are delighted to be strengthening our relationship with Infocus Wealth Management. Platformplus is a very innovative system and is proving to be very popular in the broader nonaligned advice space. Integrating Platformplus with the Praemium platform will help financial advisers deliver greater efficiencies in their businesses."

About Infocus Wealth Management Limited

Infocus is an independently-owned national wealth management group delivering financial advice, funds management and technology solutions.

The financial advice division includes a national network of Authorised Representatives licensed via two AFSL holders, Infocus Securities and PATRON Financial Advice. Infocus and PATRON advisers are located in 122 practices across Queensland, New South Wales, ACT, Victoria, South Australia and Western Australia, providing financial planning advice to over 55,000 retail clients nationally. Group funds under advice are around \$4.5Bn and risk premiums under advice around \$70M.

The funds management division directly manages 8 sector-specific multi manager funds via subsidiary Alpha Fund Managers. The technology division delivers market-leading CRM, advice generation and practice management software, Platformplus, which has a large national financial adviser user base.



About Praemium

Praemium is a global leader in the provision of investment administration, Separately Managed Account (SMA) and financial planning technology platforms. Praemium administers in excess of 300,000 investor accounts covering approximately \$80 billion in funds globally, and currently provides services to approximately 700 financial institutions and intermediaries, including some of the world's largest financial institutions.

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