

Praemium releases major platform upgrade

4 February 2019, Melbourne: Praemium is pleased to announce the launch today of a major technology upgrade and new rebrand for its global investment platform. With this upgrade, our addressable market in Australia expands from the \$62 billion Managed Accounts segment¹ to the \$860 billion overall platform market².

Praemium's unique, integrated platform will deliver the ultimate Unified Managed Accounts (UMA) solution, through the combination of:

- » our existing market-leading Separately Managed Accounts (SMA) solution;
- » the significant expansion of our Individually Managed Account (IMA) solution across a wide range of investment assets; and
- » our Virtual Managed Account (VMA) reporting solution for non-custodial holdings.

Financial advisers will now have an expanded investment universe of 1,300 domestic and international model portfolios and single investment assets.

Praemium CEO Michael Ohanessian said. "The innovative breakthrough is that we have combined SMAs with bespoke investments in a singular experience. This compares dramatically to traditional wrap platforms that have tried to overlay SMAs into their technical and regulatory architecture. Praemium on the other hand has built 'wrap-like' capability into our existing elegant and lean architectural design. Our new Praemium branding underscores the unified nature of our integrated custodial and non-custodial solution across a broad investment universe.

"In addition to new managed accounts options in a single structure and on one integrated technology platform, Praemium has also released a new and intuitive Adviser Portal and dashboard that will save advice businesses time on implementation and administration and enable higher quality client engagement through easy access to rich client portfolio and adviser business information.

"Praemium is now the ultimate one-stop-shop where advisers can operate multiple investment approaches while utilising our unique blend of superior portfolio reporting and rebalancing capabilities. Praemium's UMA platform is the next-generation solution which provides a unified experience across custodial and non-custodial investment strategies.

¹Institute of Managed Account Professionals, June 2018

²Strategic Insight (Plan for Life), September 2018