

# POSITIVE PROFILE

CORPORATE & FINANCIAL COMMUNICATIONS

## PRESS RELEASE

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### PRÆMIUM APPOINTS POSITIVE PROFILE

Præmium Limited (“Præmium”), Australia’s leading supplier of online financial portfolio administration and Separately Managed Account (“SMA”) technology today announces the appointment of Positive Profile, one of the City of London’s leading corporate communications consultancies, to initiate a comprehensive PR programme for its recently opened London office. Positive Profile will also assist with the task of educating the UK financial services industry on the benefits of SMAs and ‘Virtual Wrap’ technology.

Præmium will introduce the UK financial services industry to the same powerful technology that has seen funds under administration in Australia leap from AUD 100 million to AUD 16 billion in just three years.

Pete Burtonshaw, Præmium’s Managing Director, said: “We have already begun the task of modifying our technology to suit the UK’s financial services industry and the British tax regimes. The adaptations are nearing completion, including the customisation of a powerful CGT calculation engine and a comprehensive and robust portfolio administration platform.

“The high adoption rates in Australia reflect the accuracy our service provides in complex tax and performance calculations, coupled with the sophistication and

flexibility to effectively manage a client's tax position. Our solutions will provide the same in the UK, at a fraction of the cost of currently available systems."

Mr Burtonshaw added: "As with all new industry developments, we expect that large-scale adoption will take several years. Although the SMA is a new concept for the UK marketplace, initial reactions have been so positive that we are beginning to work with one or two early adopters who are keen to get a jump on their competitors and the rest of the market."

Positive Profile's Managing Director, Henry L Gewanter, said: "This is a very significant appointment for us. Præmium's leading-edge SMA platform will transform the UK investment industry, providing a low-cost 'private banking class' service for much smaller financial institutions and Independent Financial Advisers. Their technology will prove equally transformational from the private investors' viewpoint, enabling them to side-step the costly administration of standard packaged products in a way which will give them the same total transparency and control over their assets currently only available to the wealthiest private banking clients. Præmium has a reputation second to none amongst the investment and financial services industries in Australia, and we are delighted to have been appointed to assist them in establishing the same blue-chip image here. Having grown to AUD 16 billion in only three years, Præmium's world-class solutions will, when ready, eclipse even the phenomenal growth seen in fund supermarkets and wrap platforms here in the UK."

For further information, telephone Pete Burtonshaw on 020-7562-2450 or email [enquiries@Praemium.com](mailto:enquiries@Praemium.com)

**Ends**

## **Notes to Editors:**

### **Præmium**

Præmium is Australia's leading supplier of online financial portfolio administration and Separately Managed Account (SMA) technology to wrap providers, financial planners, accountants and stockbrokers.

Præmium currently provides services to approximately 300 financial institutions and intermediaries in Australia administering AUD16 billion of assets under management through the Præmium virtual wrap platform.

In November 2005, Præmium entered into an agreement with BlackRock to deliver Præmium's SMA to the Australian market as the Merrill Lynch Customised Portfolio Service. This product has been well received by the market, receiving the Rainmaker Marketing Excellence Awards 2006 "Best Innovation of the Year 2006".

Præmium listed on the ASX in May 2006 and has now opened a London office to service the UK market.