

## ASGARD PARTNERS WITH AIOFP FOR PLATFORM SOLUTION

Tuesday, 8 March 2011

Asgard today announced its eWRAP platform will provide a new private label solution to the Australian Association of Independently Owned Financial Planners (AIOFP) via their member owned product relationship business, Personal Choice Management Pty Ltd (PCM).

In a unique arrangement, Asgard will be operator/administrator working in partnership with an independent trustee.

The AIOFP is the nation's largest and fastest growing association for independently owned practices with 140 dealer groups and 2,000 advisers.

Head of Asgard Craig Lawrenson said he was extremely pleased AIOFP/PCM had appointed Asgard's eWRAP platform, which will be branded Personal Choice Private, to provide administration and investment solutions to their advisers and clients.

"Partnering with AIOFP/PCM is a significant proof point of the strength of the Asgard offering which includes market leading functionality across all super, pension, investment and insurance needs," he said.

"Bringing this partnership to fruition really highlighted the strength of the Asgard service offering. This spans our entrenched service-oriented ethos; a state-based distribution structure that aligns the team directly to their advisers; and a strong pipeline of new product development."

Executive Director of AIOFP, Peter Johnston, said Asgard's long and successful history of private label relationships, flexible product options and online client management facility were crucial to their decision to partner with Asgard.

"We're particularly pleased with their commitment to ongoing investment in the platform which is something we see as crucial for our advisers and their clients in this period of rapid regulatory and market change," Mr Johnston said.

"Personal Choice Private will provide our advisers with a leading edge product that delivers significant price, menu and flexibility benefits to both their business and their clients."

Asgard's institutional relationships extend beyond 15 years and with over \$10bn in funds under administration now represent some of the largest and longest standing arrangements of its type in our industry.

**About Asgard.** Asgard, now part of BT Financial Group, has been working behind the scenes with financial advisers since 1985 to create products and services that help their clients reach their financial goals. Financial advisers consistently rank Asgard as one of the best providers of superannuation and investment solutions in Australia. We are proud to help over 400,000 Australians invest through our award-winning platforms and services. Asgard eWRAP won Investment Platform of the Year at the 2010 AFR Smart Investor Blue Ribbon Awards

A member of BT Financial Group

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