

26 September 2011

For immediate release:

ASGARD SET TO TRANSFORM PLATFORM INVESTING WITH THE LAUNCH OF INFINITY eWRAP

- ***Investors will only pay for the features they use on a platform that can be fully customised***
- ***Flexible design will help advisers better service growing markets***
- ***Competitive fees for investors with lower balances or specific needs***
- ***Adviser remuneration suited to fee for service***

Asgard today announced it will launch a significant new addition to the award-winning Asgard platform, which will target investors with lower balances or specific needs.

Infinity eWRAP, which will be available to advisers as soon as next month, will break with the traditional platform model by charging clients only for the features that they use. Advisers will have access to all of the features of a full-featured platform and will have the power to choose the options appropriate for their clients.

Asgard's national product manager Kelly Power said Infinity will suit a range of investors and help advisers succeed in the new environment.

"On Infinity, investors will only pay for the features they use.

"Infinity is a low-cost investment and super platform suitable for clients with lower balances. It will put advisers in control – giving them the power to choose from the full range of optional platform features such as equities, term deposits and insurance, and as clients' needs and balances change and evolve they can simply add new options."

"It's analogous to Foxtel – where consumers pay for a basic package and then only pay for the specific additional features they use."

Ms Power said Infinity will suit investors with specific needs, such as those who are only investing in cash and equities and who do not need or want to pay for a full-featured platform.

"We think this will have particularly strong appeal to the fast-growing self-managed super fund market as it's suited to the way they invest and also addresses their higher sensitivity to fees. It will also help advisers grow their client base by tapping into other important and growing client segments - such as younger Australians and industry super fund clients."

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For media enquiries contact

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Coran Lill
Senior Media Relations Manager
BT Financial Group

Ph: 02 8253 2735
0468 963 068

coran.lill@btfinancialgroup.com

Media release

She said Infinity was timely given the significant challenges advisers faced in the new regulatory and commercial environment.

“Times have changed and we’ve anticipated that. Asgard’s Infinity will allow advisers to adapt and thrive in a commercial and regulatory environment that now demands lower costs and more flexibility, transparency and efficiency.”

As investors’ needs evolve, they will also be able to seamlessly transfer to Asgard’s fully-featured eWRAP.

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Note to editors

Attached photo: Asgard’s national product manager Kelly Power announces Infinity (for a high resolution version please email coran.lill@btfinancialgroup.com)

About Asgard. Asgard has been working with financial advisers for more than 25 years to create products and services that help Australians reach their financial goals.

Financial advisers consistently rank Asgard as one of the best providers of superannuation and investment solutions in Australia.

Today, Asgard services 4,000 advisers and we are proud to help over 400,000 Australians invest over \$29 billion through our award-winning platforms and services.

Commitment to innovation. Part of BT Financial Group, Asgard is committed to providing advisers with the latest innovations. In addition to preparing to launch Infinity, Asgard has in recent months also revamped its insurance offering and released powerful new templating and trading tools on its existing eWRAP.

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Coran Lill
Senior Media Relations Manager
BT Financial Group

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