

Media Release

BT WRAP AND ASGARD PLATFORMS DOMINATE AFR SMART INVESTOR AWARDS

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The calibre of BT Financial Group's two platform businesses and the people who support them was reflected with BT Wrap and Asgard both taking home awards at the annual AFR Smart Investor Blue Ribbon Awards

Asgard won the award for Best Investment Platform with Asgard eWRAP and BT Wrap took home the gong for Best Superannuation Platform.

"Winning awards for both our platforms is a fantastic achievement and reflects the strength of our two platform strategy," John Shuttleworth, General Manager Platforms, said.

"What's particularly pleasing is these awards come off the back of some fantastic momentum within the platforms business. We're growing market share and are making significant investments in both platforms to ensure we continually enhance the experiences of advisers," he said.

"Across both platforms we're implementing tailored 3-year equities programs that include model portfolio tools, custodial shares solution, online corporate actions, tax optimisation as well as new desktop features, functionality and improved downloads."

Mr Shuttleworth noted that their relationship with advisers who use their platforms and responding to their client's investment demand is incredibly important and is what has contributed to Asgard and BT Wrap's historical growth.

All products nominated for both the Best Investment and Best Super Platform Awards were assessed according to three key categories:

- Features, terms and conditions
- Investment option menu
- Fee structure.

About the Awards

The annual AFR Smart Investor Blue Ribbon Awards acknowledge and celebrate leading products and services in the field of investment, finance, banking and insurance. Backed by Australia's largest provider of independent investment information, and chosen in conjunction with research houses InfoChoice, Morning Star and Rice Warner Actuaries, the Blue Ribbon Awards are the ultimate accolade.

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