

Over Fifty Group changes name to Centuria Capital

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The Over Fifty Group, one of Australia's most successful diversified fund managers, is changing its name to Centuria Capital.

The name change was approved by Over Fifty Group shareholders at their November 2010 Annual General Meeting, and takes effect as of 14 March. Centuria is launching a new brand structure to the market, that includes:

- Over Fifty Group becomes Centuria Capital Limited
- Over Fifty Mutual Friendly Society becomes Centuria Life Limited
- Century Funds Management becomes Centuria Property Funds Limited

The change reflects Centuria's desire to bring the various brands it represents under one banner and strengthen its profile as a diversified fund management business with financial service offerings spanning **property funds, insurance and investment bonds**.

CEO of Centuria John McBain said, "After an extensive business review, we found that our name, Over Fifty Group, was misleading and was an impediment to being recognised as a diversified funds management group. Where previously we were a group of businesses with different names, we'll now be unified under one group name and the Centuria brand."

The change of name heralds the group's desire to have a stronger presence with shareholders, fund investors and the market. Centuria Capital currently has \$2 billion in funds under management and is steadily increasing this through the creation of new funds and the acquisition of funds management businesses where they are sympathetic to Centuria's business strategy.

"We're not changing our business model, or what we stand for. Our investors will be dealing with the same people and can expect the same high standards of service," Mr McBain said.

"The name Centuria is a strong name and we're looking forward to integrating our services under one recognisable brand. We're confident our new name and branding will play an important part in reinforcing Centuria Capital as a successful diversified fund manager and Centuria Property Funds as one of Australia's most dynamic property fund managers."

Centuria's ASX code will be CNI. Please note that changes on the ASX can take up to 2 business days.

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About Us

Centuria Capital is an ASX-listed diversified funds manager with \$2 billion in funds under management. We offer a diverse range of investment opportunities – from tax-effective investment bonds to unlisted property funds. Our drive, allied with our inside knowledge of the sector and intimate understanding of our clients, allows us to transform opportunities into rewarding investments.